

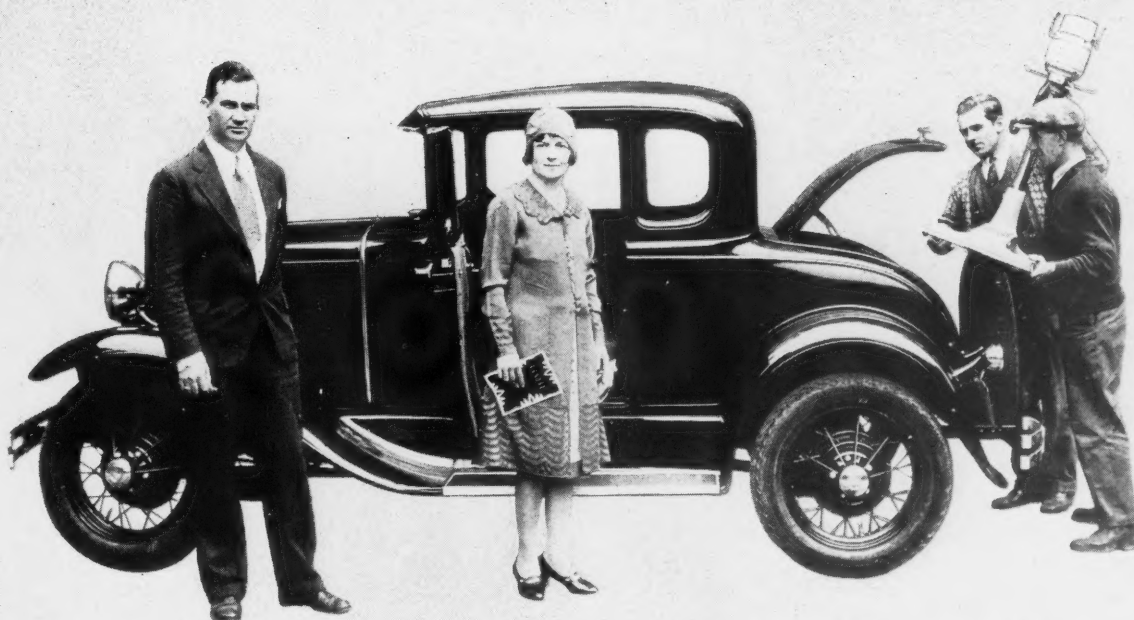
# Electrical Merchandising

The Business Magazine of the Electrical Trade

A McGraw-Hill Publication

AUG 7 1930

AUGUST, 1930



## Proving it can be done

*A Progressive Dealer in a Small Town Sells  
28 Healthizers in a Few Weeks*



Display in Healthizer department of Flood & Jones.  
Above: Car purchased for Healthizer sales work.

Flood & Jones of Summit, N. J., thought they "had a lemon" in the Master Healthizer until they reluctantly put in force the Healthizer Merchandising Plan. Then, from the middle of February, 1930, to June 30, they sold 28 Model 200 Healthizers at the regular retail price and earned a gross profit of more than \$1500.00.

"Over a year ago" they write, "we bought a Model 200 and because no one came in and asked for it we shoved it back in the corner. When you came a few months ago, outlining your merchandising plan, we at first turned it down. But now we are convinced that if properly merchandised this is one of the *livest items a dealer can have.*"

Isn't this a challenge to those dealers who have overlooked the possibilities in this field? Write for a copy of our Merchandising Plan.

THE MASTER ELECTRIC COMPANY  
Manufacturers of Master Guaranteed Motors  
DAYTON, OHIO

## THE MASTER HEALTHIZER

# Summer profits from electric time

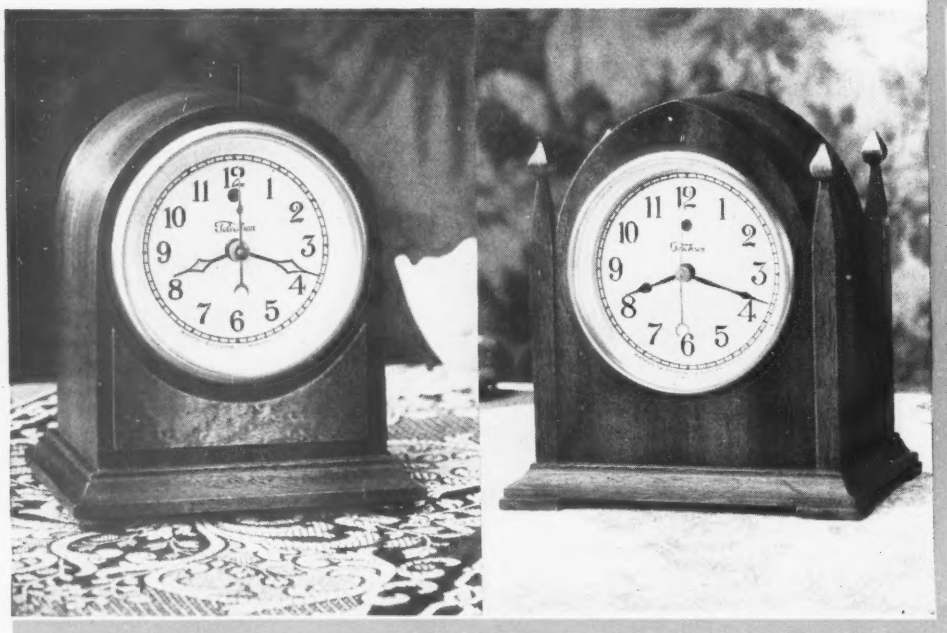
WHEN RADIO AND OTHER ELECTRICAL BUSINESS FALLS OFF IN THE SUMMER MONTHS, TELECHRON SALES STAY STEADY

Take up the slack in summer sales with Telechron\*—the original electric timekeeper—accurate as the stars!

• A brilliant variety of models, a wide price range, the most intensive national advertising campaign in the history of the electric clock industry, and a wealth of merchandising aids, make the task of Telechron Authorized Dealers easy. Every one knows the name "Telechron" through radio broadcasting and advertising. Dealers everywhere are realizing that a little intensive work on a line of Telechron Clocks goes a long way toward keeping up summer profits. • Clip and send the coupon below. Learn the full extent of the help that the Warren Telechron Company gives to dealers. You will find that the three clocks shown here are popular models. The full range includes types to fill exactly the requirements of your trade.

## Telechron

\*Telechron is the trade mark, registered in the U. S. Patent Office, of the Warren Telechron Co.



Above: **ELECTROLARM**. The modern alarm clock. Illuminated by tiny Mazda lamp. Height 7 3/4 in. Retail Price, \$25.

Below at left: **VICTORIA**, a popular and inexpensive model. Mahogany case with two-tone Spanish high-lighted finish. Height 6 1/2 in. Retail Price \$16.

Below at right: **OXFORD**. Gothic design. Mahogany case with Spanish high-lighted finish. Height 8 1/2 in. Retail price, \$25.

WARREN TELECHRON COMPANY  
801 Main Street  
Ashland, Massachusetts

Please send me information on Telechron electric time-keepers and details of your authorized dealer franchise.

Name .....

Address .....

# Electrical Merchandising

The Business Magazine of the Electrical Trade

Vol. 44, No. 2

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## Getting Better

The characteristic signs of the process of business recovery appear more clearly this week.... Basic industries farthest from the consumer, like steel and coal, which decline or rise last and farthest, continue more than seasonally slack. Electric power production and primary distribution by railroad are still at low levels, but begin to show slight improvement.... Building construction has increased sharply, above normal and above last year's level. General trade, as measured by check payments and currency in circulation, has risen to relatively high levels. ... Bank credit is expanding at a more than normal rate. Federal Reserve credit is being brought into action on a larger scale. Commodity prices are firmer. The stock market is steadier and quiet.... The sharp rise in our index of the volume of general business activity nearly to the normal level in the past two weeks is partly a reflection of the markedly higher level of building activity and the large volume of money turnover at the end of June.... We expect some backsliding in coming weeks, but continue confident that the general trend is upward and the underlying conditions favorable for early recovery. Some support may be needed and should be given the key crops, wheat and cotton, in this critical season, to prevent further slump in the commodity price level.

From *The Business Week*, July 16, 1930.



# VOSS washers

*the only washer that cleans by the*  
**HAND WASHING METHOD**



**MONEL  
METAL  
TUBS**



#### Hand-Washing Action

Only the VOSS cleans by the hand-washing method, because only the VOSS has the patented VOSS Floating Agitator, the only mechanical washing device which duplicates hand-washing action in all its gentle thoroughness.

VOSS Dealers alone, have an exclusive washing principle to offer. And every woman quickly appreciates the advantage of the VOSS hand-washing method.

**N**OW ready! A new VOSS model

designed especially to enable VOSS Dealers to supply an all-metal tub with features that have tremendous sales appeal.

Monel Metal . . . unquestionably the best material for all-metal tub construction . . . is employed in the New VOSS Model E-57. It has life-time durability and a sterling silver appearance, which becomes brighter with use.

Monel Metal is a lustrous nickel-copper alloy, which never rusts . . . never spots or stains the daintiest garment, and always retains a satin-smooth finish. It defies corrosion, resists attacks of hard water and washing compounds, and has steel-like strength to withstand hard use and heavy impacts. It is solid throughout.

Full page advertisements in color in August 9th issue of The Saturday Evening Post and September Good Housekeeping Magazine, supplemented by additional large black-and-white advertisements in September Good Housekeeping and October Ladies Home Journal, will introduce this New VOSS Model E-57 to the public. Order now and be ready for the demand.

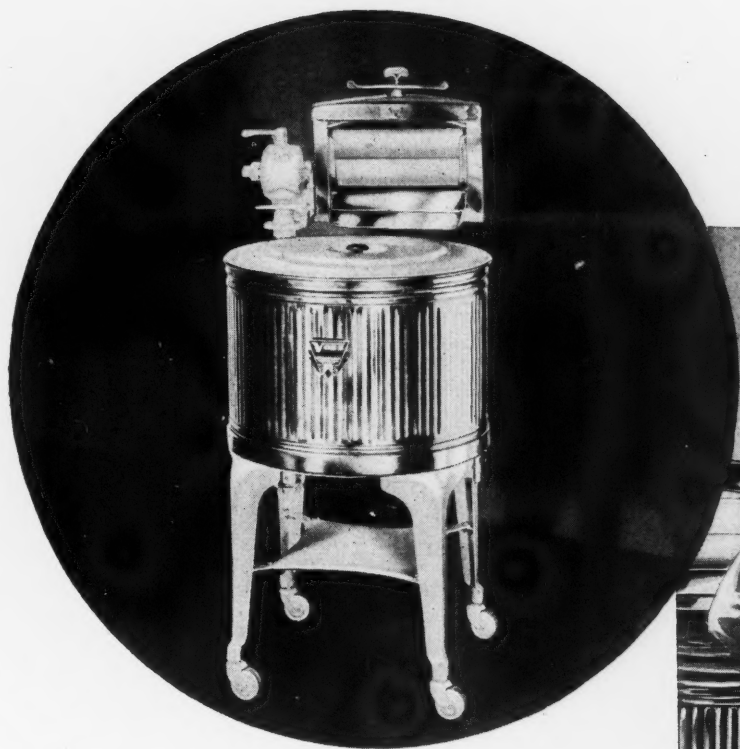
"Washing Machine Builders Since 1876"

**VOSS**  
VOSS BROS. MFG. CO.  
DAVENPORT, IOWA



# MONEL METAL TUB—

## *feature of new VOSS washing machine*



A compelling full-page color advertisement in the August 9th issue of The Saturday Evening Post will tell your customers about the new Voss Monel Metal washer.



**Latest improvement  
meets modern demand**

***for equipment that combines long life with beauty!***

**W**ITH its shining tub of silvery Monel Metal the new Voss Monel Metal Washing Machine offers every advantage your customers could possibly desire in a washer. It has striking eye-appeal. It is extremely easy to keep clean and attractive. It is built to stand up through years of hardest service.

Monel Metal washing machines meet the universal demand for household equipment that is modern, durable, labor-saving and economical. Monel Metal will not rust. It resists the corrosive action of soaps, hard water and washing

solutions. Its glass-smooth, steel-tough surface will not stain or injure the most delicate fabric. Uncoated—solid as sterling, Monel Metal's lustrous beauty is not impaired by a lifetime of hard use.

Monel Metal equipment has earned a country-wide acceptance. The advantages of this silvery Nickel alloy are well and favorably known to your customers as a result of continuous advertising in leading national publications. Write for more information about Monel Metal washing machines.



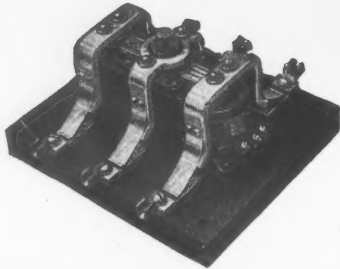
# MONEL METAL

Monel Metal is a registered trade mark applied to a technically controlled nickel-copper alloy of high nickel content. Monel Metal is mined, smelted, refined, rolled and marketed solely by International Nickel.

## What do you specialize in?



—for instance  
*Electric Signs and  
Show Windows*



These two kinds of lighting call for automatic control to turn on and off at given times.

"Diamond H" Remote Control Switches fit in nicely, because they are reliable and can be adapted for any purpose.

If you include "Diamond H" Switches in your plans, you can be sure that you have selected the very best.

They are ruggedly built to give long and satisfactory service.

Our engineering department is glad to help you in laying out circuits to include these switches.

Incidentally, they are economical to use.

*Bulletin No. 10M shows several wiring plans in which these switches are used.*

*Send for a copy, it may help you.*

THE HART MANUFACTURING CO.  
HARTFORD, CONN.

BOSTON NEW YORK DETROIT CHICAGO SAN FRANCISCO PHILADELPHIA  
DALLAS NEW ORLEANS TORONTO, CAN. MINNEAPOLIS CLEVELAND

# DIAMOND H SWITCHES

AUGUST, 1930

# Electrical Merchandising

L. E. MOFFATT,  
*Editor*

A MCGRAW-HILL PUBLICATION. ESTABLISHED 1916

## Need—

**P**RICES are in the news. Not only the price of wheat, hogs and cotton, but the price of clothes and carpets, molasses and millinery, parlor furniture and pickles. Department stores, chain stores and mail order houses are competing in price slashing. They are buying for fast turnover and giving the manufacturers a ride. In his interview with the buyer, the manufacturer selling these great distributing agencies gets his price cut below cost. The buyer takes him in to see the merchandise manager who neatly, if not painlessly, extracts another ten per cent. Because why? Well, as one department store executive pointed out to this writer, because they are afraid that if they do not obtain the last possible price concession, their competitor will. Because, in other words, they are fearful that prices will be made still lower.

**T**HUS far the prices of electrical appliances have been maintained at the levels current for the past two years. We took our price reductions ahead of other lines. And the experience of this trade with lowered prices has not been a happy or profitable one. For in this business low prices do not necessarily mean increased sales. We are not selling groceries. We are selling specialties. Grocery thinking, however, has had its effect on our manufacturers and merchandisers. And maybe we are due for a change. There is at least one indication that the come-and-get-it, low-priced school of merchandiser is realizing that this business is different.

When the two mail order houses began to sell washers through their chain stores, the trade held its breath. A washing machine for \$79.50! At this price these two companies sold a lot of washers. Many families wanted a cheap washer. But this fact was overlooked: that this market had been created by the canvassing of specialty dealers and by the thousands of home demonstrations that weren't pushed over into sales. Therefore, some thousands of buyers walked in to Wards and Sears and bought a washer at a price. No home demonstrations—no canvassing—store sales. When washer sales declined both companies reduced the price again. But price reduction cannot go on forever. Recently, Sears announced a 30-day free

trial offer on a \$67 washing machine. Such a change in policy can only mean decreased sales and the necessity of taking at least one step toward the specialty method of selling. The appeal of price alone has played out!

**L**ET'S take a look at another branch of the appliance business. Electrical refrigeration sales have not only kept up. They have increased. The reason is not alone in the appeal that this device has for the public. A more basic reason is in sales effort. It has not been relaxed—it has been redoubled. In this issue is an account of a campaign by the Associated Gas & Electric properties. This organization, with the help of dealers, recently sold nearly eighteen thousand units to a total value of four and one-half million dollars. In another recent refrigeration campaign the Georgia Power Company sold over three thousand units totalling over one million dollars. The territories in which these results were achieved are just as much hit by present conditions as any other districts in the country. And yet new high records were made on this semi-luxury appliance. How? By hard work and visceral stamina.

One reason why this record applies to refrigeration and not to our entire line of appliances may be a price which justifies energetic selling. With the refrigeration manufacturers there is no tendency to "wait and see." They have not waited on events and shirked the responsibility of leadership. For the courage and energy and faith of the manufacturer breeds like qualities in his distributors and dealers.

**I**F THERE is one appliance more than another that affects the activity and the prosperity of the trade, it is the washing machine. It has always been the bread and butter of the specialty dealer. For that reason it will be a good day for this industry when the manufacturers of washers recover the courage to put their prices up.

There are plenty of good dealers left. Plenty of sales ability and sales help available. And with dollar margin enough to pay the cost of cold turkey selling dealers will mobilize. These things then are needed: fair prices, more margin and more guts.

*L. E. Moffatt*  
EDITOR



# I F *They* STOP



By  
T. F.  
Blackburn

**A**TITLED Irish beauty started it all—and in 1929 her idea was said to account for a volume of business amounting to the astonishing total of \$6,875,000,000!

Installment selling in America began a century ago when Margaret, "the gorgeous Lady Blessington," made the suggestion to Cowperthwait, New York merchant, that he retail furniture on a time basis. Margaret, whose London salon was frequented by Lord Byron, Dickens and Jerome Bonaparte, was noted for her ability to talk business. Cowperthwait tried out her plan on his return from Europe and met immediate success.

From furniture the system grew to include sewing machines, encyclopedias, automobiles and higher priced electrical goods. Today some 302 finance houses report that they handle paper on 39 items.

A powerful impetus for sales, this \$6,875,000,000 in buying power! About 55 per cent of this amount is said to be carried by finance houses, which are natural outgrowths of installment selling. Banks account for 10 per cent and merchants themselves keep 35 per cent.

The favor of the finance house means a great deal to any item at the present moment—its frown hurts business.

---

## *How About Washers?*

---

**T**HE rumor that washing machine paper was losing its popularity among finance houses caused an *Electrical Merchandising* representative to call recently on several Chicago firms to inquire the reason, if true, and the needed corrective measures. All spoke freely but declined to be quoted. The net of the interviews follows:

1. The way a dealer makes his washer sales will decide his credit standing in the future.
2. In most of the finance houses there is no prejudice against washer paper—all feeling is against the abuses of the field, high pressure selling and junky "bargain" merchandise.

# Your Credit

## *Finance Companies Claim That the Dealer's Selling Practices Determine the Amount of His Paper They Will Discount*

3. Dealers must sell, in the future, standard machines of known value and reputation for standing up. Finance houses have enough trouble collecting without fussing over mechanical complications.
4. A policy of collecting direct, with 90-day recourse to the dealer, is growing in popularity.

"Washer paper has no different standing with us than that of any other appliance," said the spokesman for one finance house. "It is true that washers do not have the social and pride appeal that used to be connected with the ownership of automobiles and pianos in the old days. This is offset by the fact that the washer is one of the most fundamental of household necessities.

"Finance houses tend to move out of saturated fields, which offer, so to speak, 'tough picking.' Note how we turned from automobiles to vacuum cleaners, radios, washers and now electrical refrigerators.

"The washer field is not saturated. However, about three years ago we began to encounter evidence of high pressure distribution. An Oklahoma dealer scattered machines over a 150-mile radius, selling anybody, even oil well drillers living in tents. I might add that the same thing happened with radio, a Wisconsin dealer dropping receivers into dozens of homes, Christmas morning, and hoping they would stick. Naturally there was a kick-back, and finance companies, when they encountered such methods have been drawing in their horns. Any dealer who plays fair with his customer and doesn't bite off more than he can chew in quotas will never have any trouble with finance companies."

Dealers today overlook the entire picture of "down payments," it was stated. It takes just so much energy to make and collect for a sale, no matter how it is handled. A dealer may be happy with a small down payment, thinking he is passing on his troubles, but he is mistaken. He overlooks the fact that his ratio of collection and revert trouble rises sharply. The greater the down payment, the less trouble in the future. While finance houses accept \$5 down paper, on account of

**PICK PROSPECTS  
CAREFULLY and  
GET ADEQUATE  
DOWN PAYMENTS**



**KEEP TERMS  
WITHIN REASON  
FOLLOW COLLEC-  
TIONS ACTIVELY**

competitive conditions, the dealer who gets more has a much better credit standing with them. The

average for the country was 17 per cent of the total list price, a questionnaire put out among members of the National Association of Finance Companies revealed.

More and more finance houses are turning to direct collections with 90-day recourse to the dealer in case payments are not met. The reason for this is two fold: (1) Dealers are easy to put off through fear of offending customers. (2) People respect anything that "sounds" like a bank.

To insure sales being properly made, many finance houses today insist on contracts being signed with ink by the customer, and require a delivery receipt signed in the same manner. All of them check up on their own credits.

Nevertheless, despite handicaps, the popularity of the finance house has been steadily growing with the dealer. It extends his ability to do more business. Such service is as much of a tool in the hands of a merchant as the help of a salesman. Here's the way a well-known washer executive describes its value:

"Let us assume that a washing machine retailer, working alone, can only sell 20 machines a month. This, at \$40 commission per washer gives him \$800 gross profit. By paying a salesman 15 per cent commission he can sell 30 monthly, which yields our merchant a gross profit of \$1,050 monthly, with *little or no* addition to overhead. Thus, by having a salesman, he has made more money, even though less on each sale.

"Now turn to the finance company. We know the average down payment is 17 per cent, which means our dealer is accumulating \$2,490 a month in installment paper, on \$100 washers. What does that reveal? Why, where he might not be able to sell 10 machines a month and carry them himself, with the aid of his bank and finance house, he can profit from his 30 sales. Inasmuch as he adds on a carrying charge, the service of the finance house costs him nothing, and in most cases he gets 75 per cent in cash for his paper at once."

#### *How Much Credit?*

AT FIRST blush, it would appear that such an advantageous arrangement could be extended indefinitely. Here the mystery to most dealers enters in. How is their credit limited? Finance men told *Electrical Mer-*

*chandising* that dealers are judged by these factors:

1. Moral character—habits in making sales.
2. Ability to collect—judged by size of down payment, etc.
3. Capacity for selling.

Theoretically, a dealer should pass on to finance houses an amount of paper that equals the sum of his net quick assets, and no more. If he is permitted to extend himself indefinitely, the bank and the finance house put a much greater investment into his business than the dealer does, turning him into an agent, with a temptation to throw up his hands at the first stormy gust.

This year also attention is being paid to what kind of merchandise the dealer is selling. Less and less are finance houses willing to back "dark horses."

It is freely admitted by executives, who declined to be quoted, that the period of easy money encouraged competition among them for business, and encouraged some of the evils they are now "scotching." Starting in 1900 as buyers of receivables, the coming of the automobile created finance houses as we know them, and an era of expansion took place in 1920 to 1925. Employing more than 12,000 people, it is easy to see that in their desire to keep busy, finance houses reached right and left for volume, winked at consigned merchandise, and allowed lax methods.

An interesting sidelight is the belief among finance executives that installment paper is in no way to blame for the 1929 depression. The system is purely an instrument, they say. One might as well say that possession of a rifle would tempt a man to shoot himself in the foot. Furthermore, the way all finance houses rode the 1921 panic and are coming through present depressed times proves that the average man pays out on his installment purchase, satisfied that the system has given him pleasures in life that could not otherwise be his lot.

## Merchandising *Wiring* Jobs

THE Newbery Electric Company of Los Angeles, of which Glenn Arbogast is the president, is in the merchandising business. And this applies to every department of its activity, whether it be the sale of electric washing machines or waffle irons, or the sale of its services as electric contractors. Wiring jobs may be merchandised, according to Mr. Arbogast, and should certainly be advertised. One of the ways in which the firm has sold its services in this field has been through the medium of dignified monthly bulletins which are mailed to a selected list of 1,200 engineers, architects and builders. These pamphlets are carefully printed and prepared and each in itself is an object of beauty. The name of the recipient is typed on the envelope and also on the tissue fly leaf cover over each mailing piece, so that the personal touch is maintained. Each one of these booklets features some recent wiring job of importance which the company has carried out, giving details in which the recipients will be interested in line with their work and listing the name of architect, engineer and contractor. A different architect is chosen each time, if possible, thus testifying to the wide range of work which the firm is handling and also making a wider circle of friends, for this publicity is appreciated by those mentioned. Usually the pamphlet is followed up in the course of a few days by a personal call by a salesman of the company, who thus keeps a personal contact with what is going on and is on hand to have first opportunity when a new job is contemplated.



# The High Cost of DRINKING

## Kansas City Gets an Eye Opener on the Cost of Thirst Quenching



H. G. FRAZIER

THE human animal will drink eight glasses of water a day. For the body is 70% water and this supply must have constant replenishing if the worker is to keep going on an efficient basis.

Picture, if you like, 20,000,000 to 40,000,000 people in industry sipping away on this necessity in slow unison, and a vision of big business appears before your eyes. As with cigarettes and chewing gum, the market for drinks of water reaches out almost endlessly. Put these people in offices, wasting company time if they do not drink economically, and the field for electrical coolers asserts itself. A far greater future yawns than is commonly suspected.

"The average business executive is astonished when he discovers that his firm is paying out so much for

ice water," declares H. G. Frazier of Glueck & Company, General Electric distributors in Kansas City, Mo. "Under present systems, you can absolutely figure that ice water costs around \$1 per month per person for an office." A water cooler rents for 50c a month. Ice is about \$3.50 a month. Water is around 42½c a bottle. Paper cups run \$2.40 per thousand. Sit down with the owner of a small business and check his figures against these prices and you will quickly see that he gets a bargain when he installs a pressure cooler at \$295 and cuts out water bottles, ice and cup expense. Look at these figures on a 20-man office:

Rent of cooler, at 50c per mo.	\$ 6.00
Year's ice supply, at \$3.50 per mo.	42.00
260 5-gal. bottles water at 42c	109.20
10,000 cups at \$2.40 per 1,000	24.00

Cost of supply for 20-man office  
per year ..... \$181.20

Cost of pressure type electric cooler,  
with filter, about \$400 installed;  
average cost per year on 10-year basis 40.00

Cost of electricity ..... 12.00

Cost per year ..... \$ 52.00

Water cooler sales are made by outside men exclusively. Instead of working his crew of five men at random in Kansas City office buildings, Frazier has found it worth while to buy lists of tenants in each address, hand his men from 10 to 15 cards apiece and expect a report from them that night. This gives each man something specific to do, and informs him as to the name and right executive to see in each firm. A higher percentage of contacts are made when salesmen call on a concern and ask specifically for some individual. Hospitals, schools, theaters, garages, filling stations and manufacturing establishments are the best prospects.

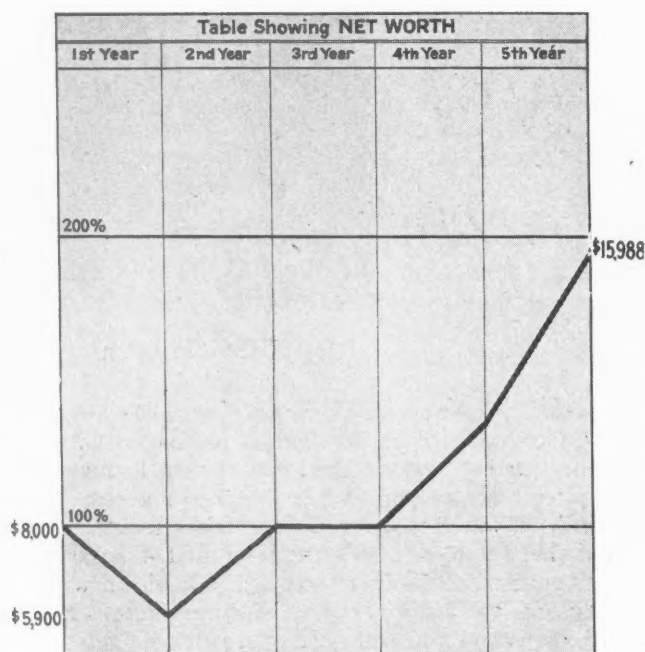
THE efficient firm is greatly amazed at the annual loss due to time wasted in visiting a water cooler that is kept far away from where the men work. If each employee wastes ten minutes a day getting his seven or eight drinks of water, the annual cost to an organization of 10 to 100 men will run from \$180 to \$7,500 a year.



An electric water cooler in the machine shop or factory means a minimum of wasted time.

# They Bought \$2,100 *Worth* of

By O. Fred Rost



**T**HE urge to be one's own boss which so frequently carries the ambitious into strange fields, has for some reason or other led comparatively few men without previous experience to enter the business of merchandising electrical goods.

Though there is evidence in every community that the electrical and radio retail field offers good opportunities to the man who is willing to work, the men without prior contact with electrical merchandising usually hesitate about investing their money, time and effort in what gives the impression of a highly specialized, highly technical branch of business.

However, amongst those who actually enter the field from scratch we find some successful electrical merchants. This may be due to the fact that the same practical reasoning that must have preceded their advent into an unknown field obviously guided their every effort and decision. Also, perhaps, because they are not burdened with the influences of habits and traditions.

Personal modesty, too, appears to be one of the qualifications of this type because amongst several electrical dealers, recognized as "scratch" men, not one was found willing to have an account of his work printed in any trade publication.

I called on the firm of "Foreman and Bookkeeper." In any contest of modest they both would probably be

## It's a Good Business—III

The third in a series of articles on electrical retail businesses that have made money over a period of years.

amongst the winners and there seemed to be no way of blasting their story loose when Mr. Foreman mentioned that they had received many most helpful suggestions through reading the trade papers. Then my argument that they owed it to others to tell their own story won their consent with but one limitation—that their names be withheld.

The city or town in which they are operating boasts of thirty-odd thousand inhabitants. Several industrial plants furnish employment to a large number of the breadwinners of the community while the surrounding territory consists of moderately prosperous farms. The trading area of the town has a radius of approximately 25 miles, and a large city is less than 100 miles away. The seaboard is many hundreds of miles distant.

**T**HE local electric light company is part of a national system. It has an up-to-date retail sales room in an expensive location and maintains a very active merchandising organization.

It co-operated nicely with the local electrical dealers until it started to sell radio sets. Then its representative practically gave notice that all co-operation was at an end.

Taken all in all, neither the town, nor the territory, nor the people in it may be classified as offering more than average opportunity to a new retail enterprise, and certainly the local electrical interests were not doing anything co-operatively to make the merchandising of electrical goods seem attractive to two newcomers.

Up to five years ago Mr. "A" worked as a foreman in one of the local factories. Although only in his thirties he nevertheless felt that he had worked for others long enough. He wanted to be independent and so started to look around for some likely opportunity to go into business. Mr. "B" had been a bookkeeper and in his years as an employee, had developed the same convictions and desires as Mr. "A." How the two met is of no consequence. They decided that the retail electrical business looked good to them and so jumped in.

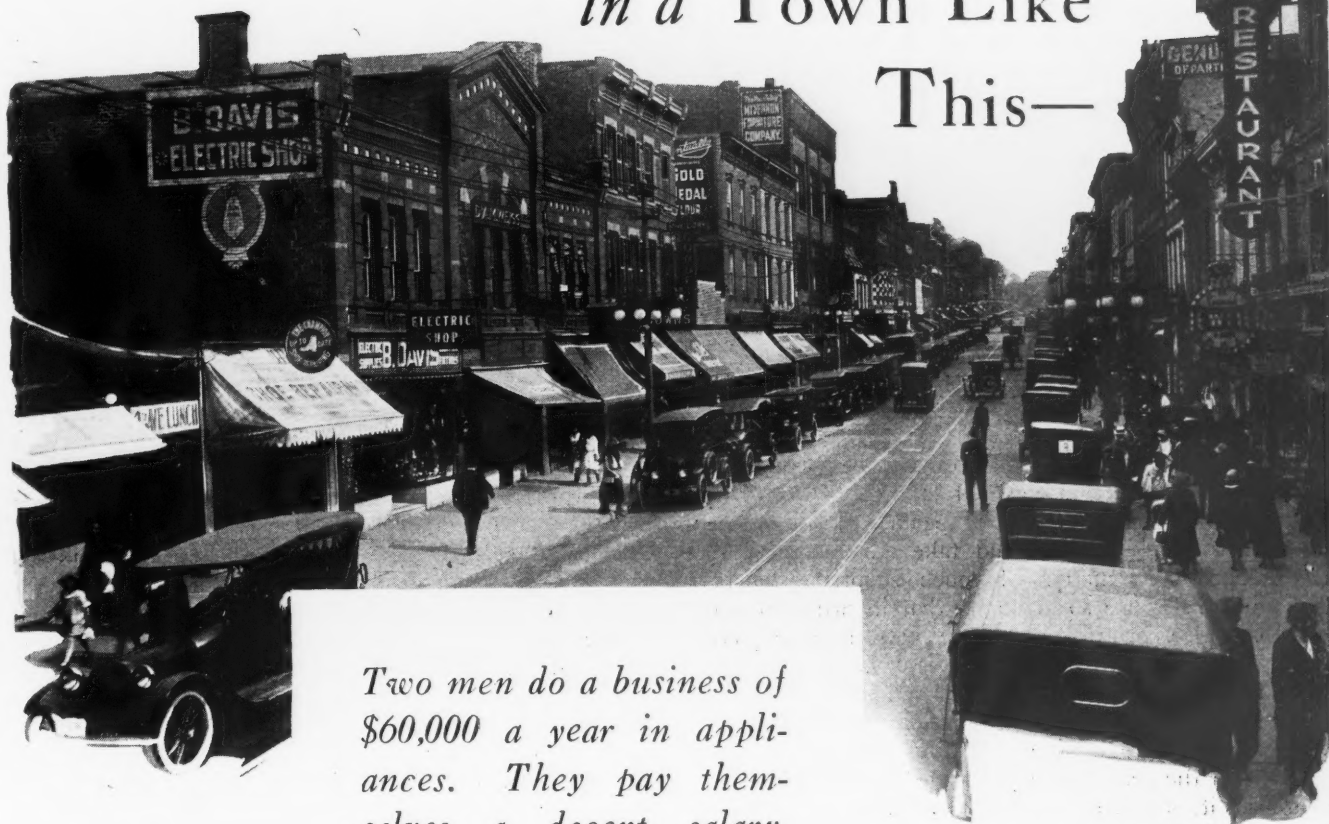
They formed a partnership and, as I am unable to use their right names, I shall refer to them as the Foreman & Bookkeeper Electric Co. Each partner put up \$4,000 in cash. They rented a fairly spacious store on a side street, but only about 100 feet removed from the corner and one of the busiest intersections in the town.

"We were green at the business," said Mr. Foreman, "and so we bought everything that came along and did everything a salesman told us to do. We ran vacuum cleaner campaigns, washing machine campaigns, and other kinds of campaigns. We saw how those campaigns made our sales go up. We knew we were getting a good discount and so thought we were making money fast."



# Experience

in a Town Like  
This—



*Two men do a business of \$60,000 a year in appliances. They pay themselves a decent salary. They lost money the first year, made it back the second, and at the end of five years operations have doubled their net worth.*

Well, in that first year they did over \$60,000 in sales and yet they lost money, quite some money. What they did not lose was their belief that they had entered a good line of business.

Mr. Bookkeeper then applied some of his previous experience and made a careful analysis of all their sales and expenses. Then he and his partner talked it over in detail.

WITH the analysis before them they agreed that pushing up sales by extreme or artificial stimulation was out of their line. They felt that from their margin they could not afford to pay the cost of canvassers, advertisements, collectors and other extra expenses incidental to high pressure selling. Their only hope, they felt, lay in the building of a steady all-the-year-around-type of retail business such as merchants in most of the staple lines enjoy.

So thereafter, instead of flirting with carload shipments of washing machines, they ordered 5 or 10 at a time. Instead of buying vacuum cleaners by the hundred, they bought one or two dozen.

Store customers and store sales received closest possi-

ble attention. They studied turnover ratios by lines and by items to determine which items were no longer worth handling.

On others they found that they were losing sales because they did not keep a sufficient supply on hand to take care of the current demand. These conditions they corrected as promptly as possible.

Naturally, due to the absence of any organized effort, their sales during the second year dropped off materially, but through the careful attention paid to the operating details of the business they recovered nearly all the money lost during the first year. Thus they closed the books at the end of two years' operation with a net loss of \$17.77. They were financially at just about where they started.

On the other hand, the practical experience in merchandising which they had accumulated now became a valuable asset and one that they could apply vigorously to all their future planning and doing.

Among other things they recognized that so long as they were paying a fairly high rent for the privilege of having a store and show windows in a good retail location it was up to them to get as many people as possible to see those windows and come into the store.

Frequent changes of displays, windows that would tie up with local or national events or advertising cam-



paigns, novelty displays, in fact all the means that a first class department store employs to attract attention to its windows, are now a regular feature of Foreman & Bookkeeper's windows. New electrical appliances and items selected for a special sale naturally form the center attraction of many of their window-trims.

THE question of getting people into the store receives their special consideration. Today right at the entrance to the store stands one of those large "springless" scales where any one may go and be weighed without cost. A casual check-up as to the value of this particular attraction showed that during less than half an hour five women and six children stopped to be weighed. Of the women three came into the store. Whether or not these three women would have entered the store if those scales had not been there is of course a matter of conjecture. However, there can be no doubt that those scales are the means of fixing the location of that electrical store in the minds of many people and are contributing definitely to the number of people who enter it.

In their efforts to get people into their store, Foreman & Bookkeeper even have succeeded in making an ally out of Uncle Sam. They found that they were far enough removed from the local post office to justify a sub-post office.

So in the rear corner of the store a space about 12 feet wide and 8 feet deep is outfitted as a U. S. Post Office Sub-Station and the number of people, mostly women, who come into the store and take advantage of this convenience is a matter of much surprise. Display cases and aisles are so arranged that in order to reach the post office corner of the store, patrons must pass a succession of attractive counter displays.

In fact the entire interior arrangement of the store is designed with the view of enticing every prospect that enters it into buying something.

Right in the center, and so located that every person must pass it, is an open display table on which invariably the latest electrical appliances or novelties are displayed, and this procedure has proved very successful as a means toward creating general interest in things electrical, as well as for promoting sales.

It will be interesting to know the results of one case in point. In October of 1929 Mr. Foreman ordered a sample shipment of electric clocks. The clocks did not arrive until November. Immediately a display was arranged on that center table. The clocks sold so well that when Christmas was over it was found that considerably over \$2,000 worth of electric clocks had been bought.

Proportionately satisfactory results have been recorded on a number of other new appliances.

TAKING their cue from one of their chief competitors, the 5 & 10 and 25 cent to 1 dollar stores, modern open display tables are arranged so that customers can go about and select many items without needing a sales person until they have decided what they want. This feature of store arrangement has not only helped to build sales but has saved in sales cost by reducing the number of sales assistants needed.

While giving close attention to their store and retail customers Foreman & Bookkeeper did not neglect to make the most of other opportunities. They built up a special list of all their personal friends and business acquaintances and then worked out a definite plan for getting business from those sources.

Although a separate record of results was not kept, their mazda lamp business alone has increased about \$4000 in two years. Where before they had a struggle to reach the \$2500 basis, last year their net sales were well over \$6500.

It is an axiom that no retailer can hope to grow and prosper in a comparatively small community unless they succeed first in gaining the confidence of the people. Messrs. Foreman & Bookkeeper have realized this from the beginning and for that reason have always gone the extreme limit in order to satisfy their customers. They have come to be known as sticklers for service.

It is interesting to note that as a by-product of this policy they have had to take on a certain amount of wiring business.

Customers simply insisted on Foreman & Bookkeeper putting in those new outlets that were needed, or the new kitchen light, etc., with the result that one union electrician is employed steadily while often 3 or 4 are kept busy. All work is done on the "Time and Material" basis and the regular profit is added to the actual cost of each job.

In the foregoing I have described some of the important features and major activities that to a considerable extent were responsible for the success that has come to this firm.

The chart shown herewith illustrates the dollar and cents value of their success. As will be noted they have practically doubled their net worth in 5 years. That is a better showing than would be possible in the average type retail business. Actually this was accomplished in 3 years for it will be remembered that during the first year they lost a substantial sum which was recovered through the operations of their second year.

FURTHERMORE it is important to note that during these 5 years that they have been in business *both* Mr. Foreman as well as Mr. Bookkeeper have drawn out of the business a regular salary that is in amount comparable to what they would accept were they working for someone else. In other words they have not sacrificed personal income in order to give the business a better chance.

When I asked Mr. Foreman to name the things that had helped them most, he replied:

"1st. Good goods, well advertised, and *no* conflicting lines.

2nd. Service to the customer.

3rd. Concentrating purchases from one good wholesale house."

The first two points are too obvious to require further elaboration but that third point is important. Mr. Foreman told me that before they decided on concentrating their buying there were 15 to 20 wholesalers' salesmen calling on them regularly. Talking to all of them seriously interfered with proper attention to customers and other work. So they decided to cast their lot with the house that had given them the best service, the most valuable cooperation and competitive prices. Now that house gets 75% of all the orders they place.

In this matter of concentration of purchases, as well as practically all else that has been recorded as contributing to their remarkable performance, Messrs. Foreman & Bookkeeper did no more than what good common sense plus a fair share of merchandising instinct would dictate. The difference between them and many less successful dealers is that they not merely saw what needed doing, but they went to work and did it.



*Some 15,000 visitors attended this electrical show of the Tull & Gibbs Store in Spokane, Wash. More than \$12,000 business was done in two weeks.*

# Home Furnishing Store Stages Electrical Exposition

FIFTEEN thousand visitors attended the electrical exposition held by the Tull & Gibbs home furnishing store of Spokane, Washington, during the month of May, 1930. This event was really a co-operative affair, in which the furniture store supplied the space and much of the advertising, while the Spokane Electrical Service League and the Washington Water Power Company joined in the displays. It was originally planned to keep the display open for a week, but so much local interest was shown that it was continued for a second seven days.

The entire first floor of the store was turned over to electrical displays. Several of the larger manufacturers showed their complete line of electrical household appliances. In addition there was an effective refrigeration display, including a refrigerated show case in which a temperature of 20 deg. below zero was maintained for the displaying of frozen meats and fruits, and also a very complete display of one make of electric range.

Demonstrations were in continual progress, the electric refrigerator, electric range and various table appliances each having demonstration booths where samples

of food were distributed. Washers, ironers and vacuum cleaners were shown in action during each afternoon and evening, while a radio demonstration furnished music and entertainment. Some interest was shown in exhibits in which the customer himself could see the apparatus in operation, particularly one display in which the Westinghouse Grid-Glow control was utilized so that the customer could turn the appliance on or off by passing the hand in front of a mirror.

According to Mr. L. K. Vallandingham, sales manager of Tull & Gibbs, the exposition is regarded by the store as a distinct success. He states that the sales of electric appliances during the two weeks period amounted to more than \$12,000 and that hundreds of prospects were obtained for future sales. The greatest interest seemed to center in electric refrigeration and ranges, with radio, vacuum cleaners, washing and ironing machines and smaller appliances following in the order named.

Plans are already under way for the holding of a similar exposition next fall. The store hopes to make this an annual event.



# M A S S

# Selling



**A. E. WARD**

*Manager, Refrigeration Jubilee, Associated Gas & Electric System. Below at right is the plaque won by the Broad River Power Company.*

**W**E HAVE often talked about getting a combined electrical industry behind a united effort to sell appliances in great quantities. We have pointed out low saturation levels in most of the new devices, we have pictured the vast potential markets existing for our products, we have stressed the fact that we are selling *demand* merchandise. The phrases "group teamwork" and "co-operation" have been in use since the days when the industry had to have its nose wiped. And there was a sound, practical and entirely worthwhile idea back of it all. Repetition has merely rendered the words less effective. Occasionally, however, we are presented with an illustration of the dramatic effectiveness and force of the co-operative method.

Recently, the Associated Gas & Electric System, com-

*Organization—inter company competition—dealer tie in—all employee participation—result in adding 17,341 electrical refrigerators to the lines of the Associated Gas & Electric properties. Sales by all outlets \$4,500,000 — dealers account for 22% of the total.*



prising 16 member companies, completed, with the assistance of the dealers in the territories, a six-weeks' refrigerator campaign which resulted in sales totaling \$3,500,000. This is not only the largest number of refrigerators ever sold in a single campaign by any utility but is more than were sold in the entire United States in the year 1922! The share of the dealers in the "Jubilee" as the campaign was officially styled, was estimated at approximately 4,000 units out of a total of 17,741, the 17,000 employees of the power companies disposing of 13,741.

And there is where the real element of co-operation entered. It was not merely another campaign. It was the first time, in the knowledge of the writer, that a holding

company has launched an appliance drive and made it an inter-company affair. Prizes were not only offered within the competing companies for the best sales record of their individual men, but a grand prize was established for the company selling the greatest percentage of its quota.

The results obtained more than justify the campaign method of promoting appliances. It establishes it, in fact, as the most effective manner of getting appliances on the lines. And in the case of the Associated Gas &



*How the three divisions finished in the "Cold Air" Derby of the Refrigeration Jubilee. Sixteen properties of the Associated Gas & Electric Company competed for the trophy:*

	No.	Per-
Quota	Sold	centage
Broad River Power Company . . .	78	469 601.3
Florida Public Service Company	75	330 440.0
Patchogue Electric Light Com-		
pany . . . . .	53	229 432.1
New Jersey Power & Light Com-		
pany . . . . .	425	1,502 353.4
N. Y. State Gas & Electric Corp.	516	1,498 290.3
Empire Gas & Electric Company	253	703 277.8
Kentucky-Tennessee-Indiana-		
Missouri Group . . . . .	174	459 263.8
New Bedford Gas & Edison Light	829	1,850 223.1
Binghamton Group . . . . .	423	911 215.3
Lockport Group . . . . .	57	120 210.5
Staten Island Edison Corpora-		
tion . . . . .	331	667 201.5
Pennsylvania Electric Corpora-		
tion . . . . .	776	1,459 188.0
Elmira Water, Light & R.R. Co.,		
New York Central Elec. Corp.	522	934 178.9
Metropolitan Edison Co.,		
Reading . . . . .	577	850 147.3
Rochester Gas & Electric Corp.	1,148	1,518 132.2
Gas Utilities, Inc., . . . . .	210	242 115.2
<b>Totals</b>	<b>6,447</b>	<b>13,741 213.1</b>

## Campaign Shots



*Jonah, the goat that did more to put the boys of the Broad River Power Company on the map than any other thing. The salesman with the lowest standing was obliged to take care of Jonah and see that all her wants were properly taken care of.*

## By Laurence Wray

Electric Company, the business was not gotten at the expense of the smaller competitor in the territories served by the company. It was agreed beforehand that, as the terms of all refrigerator sales were to be \$10 down and 30 months to pay, smaller dealers would have difficulty in meeting this competition and would be forced out of business. This would defeat the main purpose of the company which was to get refrigerators on its lines. Independent dealers whose hands are securely tied are scarcely in a position to add new revenue to the lines of the utility—a point that is too easily overlooked by some of our more aggressive central stations.

In the Associated's Refrigeration Jubilee the dealer was invited to co-operate and give his customers the same terms as the utility. This was accomplished by the utility accepting all dealer's sales and paying the dealer the full retail price on delivery. Provision is made, of course, for re-purchase of the paper by the dealer in case of poor credit.

What direct benefits to the utility resulted from this policy? From the standpoint of revenue, every refrigerator sold, on an average, is equal to the addition of a new customer. In other words, the Associated added nearly 18,000 new customers to their books by the combined activity of their employees and the dealers in the campaign. The estimated annual revenue from these combined sales is \$500,000.

"We started on the plans for this activity nearly ten months ago," said A. E. Ward of the New Business Department of the Associated Gas & Electric



*Easton and Dover wagered that for each one per cent of their respective quotas that the other was ahead that the loser's team captains were to have an inch of their shirt tails cut off. Dover got 15½ inches of the Easton boys shirts.*



*Up in Binghamton, N. Y., this wierd-looking Eskimo, "No Name," attracted large crowds and proved a wonderful medium of publicity for the Binghamton Group in spreading the news of the Refrigeration Jubilee.*

Company, who, as Jubilee Manager had full charge of the details of the drive. "We set up a quota averaging a little over one per cent of the total residential customer's on the company lines. The quota, comprising some 6,447 machines was thought reasonable and had been worked out from a variety of factors—population, wired homes, present saturation, type of sales force, etc.

"As it happened, we sold 213 per cent of our quota throughout the System. Three properties sold more than 400 per cent of their quota and one company sold 6 per cent of the customers on their lines or 600 per cent of their quota!

The comprehensive employee tie-in undoubtedly had much to do with the final success of the Associated's activity. In some of the properties more than 40 per cent of the employees bought refrigerators themselves. One of the principal aims was to have every employee account for at least one refrigerator sale. This was facilitated by an ingenious device of a safety pin which the employee was supposed to wear pinned to his coat until he turned in a sale.

Interest in the contest part of the campaign was stimulated by a "Cold Air Derby," or race to the South Pole in emulation of Byrd's achievement. Charts showing the progress of the various teams and divisions were hung in every office of every company in the System. In geographical order the companies were split into three groups or squadrons and, in this fashion, competed with other divisions.

W. E. Leverette and his Broad River Power Company "Robin" Squadron at Columbia, S. C., took the first prize in the entire Refrigeration Jubilee by selling 601.3 per cent of their quota. The greatest incentive the Southerners had, apparently, was a goat appropriately styled "Jonah." No humble, inoffensive goat probably ever received a larger share of abuse than did poor Jonah. The ward and stepchild of the salesman with the lowest standing, there was always a frantic scrambling to unload the animal on a brother salesman. If that goat had been at all sensitive its immense unpopularity would have been the cause of a nervous breakdown. But the Broad River Power boys turned out a record number of sales to win first place in the Refrigeration Jubilee and Jonah deserves her share of the credit.

Other districts in the campaign were not without ingenious sales incentives. As a matter of fact, one of the amazing things about the Jubilee was that in an activity of so immense a scope and covering, geographically and every other way so much territory, that the spirit of contest and rivalry throughout the far-flung properties was maintained with the greatest enthusiasm. One property competed with another, districts in a single company carried on the most bitter and intense warfare, salesmen fought with salesmen and even employees outside the regular sales force forgot their meter-reading, accounting and service activities in their excitement over a new refrigerator prospect. It was just a big jamboree which united the entire system in one common purpose—getting refrigerators sold. And apart from more than accomplishing the purpose, selling more refrigerators than had ever been sold before in a single activity, the Jubilee did missionary work in bringing into closer relationship widely-separated properties.

THE prizes and extra commissions offered, of course, had a good deal to do with the rivalry. Employees were given a chance to take a short sales course and qualify as regular salesmen. If they completed the course they were eligible to receive a commission of 10 per cent on all sales under \$300, 12½ per cent on all over \$300. Those employees, on the other hand, who did not wish to take the training course but who were not averse to picking up some extra money were given a 2 per cent commission on all prospects turned in which resulted in sales and a 7 per cent commission if they closed the sale without assistance.

Most important, perhaps, from the employee angle was the fact that they were all asked to buy for their own homes. It was felt that actually owning a refrigerator would make them good salesmen and at the same time swell the volume of sales. Some 3,200 employees took advantage of the campaign and bought refrigerators which were sold them at cost and on the same terms of \$10 down and 30 months to pay.

The Refrigeration Jubilee of the Associated Gas & Electric Company is now history. But many of the records set up will stand unchallenged—unless holding companies begin taking up campaigns between themselves.

## Portland Encourages Group Purchases

IN ORDER to encourage the purchase of a group of electric appliances at one time, the Portland Electric Power Company has recently modified its terms of credit extension to permit a customer with good credit standing to buy more than one appliance at a time or to purchase a second article before the full payment on the first has been made without unduly adding to his monthly credit burden.

Under the new system, should the customer desire to purchase a washing machine, for instance, before complete payment on the electric range had been made, it would be possible to lump these two appliances together, to regard the equity in the electric range already paid as first down payment and to issue a new contract covering the balance due on the range plus the full cost of the washer, the full sum to be paid within eighteen months' time. Thus, instead of having to meet the monthly range

payments as arranged for in the original contract, plus the initial down payment on the new purchase and a second sum monthly on the washer, the purchaser can spread the burden a little farther and obtain the new machine without materially adding to his installment burden.

In practice this works out very simply. Suppose the owner to owe \$60 still on his range and to be desirous of purchasing a washing machine at \$120. The payments already made on the range are looked upon as down payment for both appliances and the contract is made out just as though the two articles were being purchased at the same time. A new contract is written out for \$180. Dividing the payments into eighteen months gives \$10 for each payment, plus a one-half of one per cent monthly carrying charge on the new purchase, or 60c., gives \$10.60 for the total installment required.



# The Electrical Arts Club of Dallas

*Home Service Department Finds New Women's Club  
to Foster Better Housekeeping by Electrical Methods*

"I SHOULD like to join your Electrical Arts Club," writes a Dallas housewife to Exa Lee Smith, home economist of the Dallas Power and Light Company, "and should like to receive your weekly bulletins and recipes. I enjoy your Friday talks over the radio and hope later to be able to attend one of the lecture courses open to members of the club."

Electricity in its modern mission in the home is the keystone around which this Dallas Electrical Arts Club is built. This unique and widely popular association is conducted by Dallas Power & Light Company without cost to its membership. With two electrically equipped demonstration halls and a weekly radio program devoted to instruction of Dallas home managers in the operation and maintenance of electric appliances in the home, the Electrical Arts Club properly may be termed an educational institution. One demonstration hall is located in the downtown business section and the other is in the new Oak Cliff branch office. The radio program is broadcast on Fridays at 10 a.m. over Station KRLD, the Dallas Times-Herald and is designed to carry each week one of Exa Lee Smith's talks on home management and household electric equipment.

Regular classes to which Dallas home managers are cordially invited are conducted in the downtown hall each Wednesday and Thursday afternoon from 2 to 4 and at the Oak Cliff demonstration hall each Tuesday afternoon from 2 to 4.

IN ORDER to become a member of the Electrical Arts Club the Dallas home manager needs only to attend the classes whenever she desires or to listen in on the Friday radio program. If she will phone or send in her name to Dallas Power & Light Company she will be put on the club's mailing list to receive Mrs. Smith's recipes and other valuable suggestions on home management.

Mrs. Smith's lectures in her class work and on the radio program include these subjects:

Scientific cooking, marketing, budgeting, refrigeration, sanitation, home hygiene, child feeding, home lighting, lamp shade making, interior decoration.

Mrs. Smith will upon request aid any Dallas housekeeper with her suggestions and advice relating to these subjects. She is prepared to give lectures before Women's clubs, church or fraternal organizations, home economics departments in schools or colleges and other groups.

Another of her activities, designed to help the hostess, is to plan menus for luncheons, dinners and parties and to make suggestions for attractive color schemes and decorative lighting for evening parties or garden parties.

The demonstration halls may be reserved without cost

by various groups for meetings, bridge parties, dinners and teas. Each hall contains a completely equipped electric kitchen and this branch of the service is extremely useful to groups desiring a hall of this type since the electric range, refrigerator and other appliances may be utilized in preparing refreshments. Bridge tables and dishes also are supplied for the use of the guests.

AN ELECTRIC laboratory is maintained in the demonstration halls. This laboratory is open to the public at certain hours each week day. Anyone contemplating the purchase of an electric appliance and wishing to see the appliance in operation before making a final decision has this privilege and use of the equipment by those who will bring the necessary ingredients to the laboratory. A representative of the Home Service Division is on duty to give instructions in the proper use and care of electric appliances.

Electric educational activities extend beyond the walls of the demonstration halls. A representative of the Home Service Division makes a call at the home of every purchaser of an electric range or refrigerator to give instructions in the operation of the appliance. If the owner of a major appliance makes a request the company will send out a representative to give instructions on how to use it, no matter how long the appliance may have been in use.

Suggestions and advice by expert engineers on adequate and proper home lighting constitute one of the primary branches of service the Home Service Division extends to its customers. Service calls will be made by representatives of the company to inspect the home illumination and to recommend changes that may be desirable for improvement in the electric lighting.

All minor electric appliances, such as the waffle iron, egg cooker, toaster, percolator and iron may be brought to either of the demonstration halls for cleaning or testing.

The demonstration halls are open to the public from 8 a.m. to 5 p.m. and individual demonstrations of the operation and maintenance of any electric appliance will be given upon request.

It is in the home service embraced in all these activities that Dallas Power & Light Company endeavors to make membership in the Electrical Arts Club useful to Dallas home managers. Hundreds of customers already have taken advantage of the opportunity to use this educational service. Electricity's modern mission in the home, after all, is to make the home more attractive with adequate and proper illumination and to make home electric service generally more useful to those who adopt it, the management believes.



# Ironers are Stepping UP

**2 Laundry Machines**  
now for the price of one



**Washes in 2 hours...Irons in 2 hours**

WOMEN—here's the new Thor relaxation. These two famous Thor laundry unit that saves from machines—the new Thor Agitator and the new ThorSpeed Iron combined—now cost you about what you have been asked for a good washer alone. See them work. Their speed and efficiency will amaze and please you.



From Washer to Ironer  
in 10 Seconds

Special prices and terms for April  
Phone for Home Demonstration



**Public Service Company of Colorado**

*Campaign by Colorado Public  
Service Sells 6 Ironers to Every  
10 Washers Sold*

*By E. H. Hoover*

chine sales) the remaining 41,000 k.w.h. of power load added.

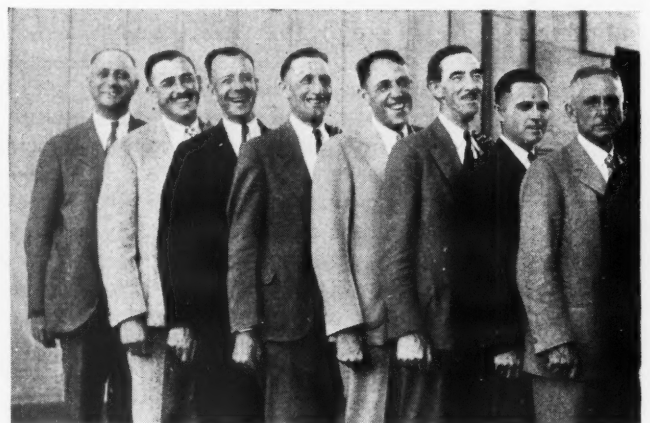
To give impetus to the activity, newspaper advertisements, once a month, were tied in with broadsides that reached every home in Denver. These printed reminders (150,000 were placed in circulation) kept housewives—and their husbands—"Thor conscious," paving the way for representatives who were ready to demonstrate that washday is no drudgery under modern conditions.

R. P. Hicks, superintendent of the resale division, considers the ability of each salesman to do the prospect's washing and ironing and to do it well is the key to sales success. All representatives in this branch

THE Thor resale department of Public Service Company of Colorado ended a ninety-day campaign July 1 which, in addition to the merchandising angle of ten per cent profit on \$45,000 washing machine and ironer sales, has added some 50,000 kilowatt hours per year to the company's lines.

An outstanding feature of the drive is that the ratio of ironers to washing machines was sixty-three per cent—an increase from approximately twenty per cent that had prevailed prior to the intensive activities.

The sales performance was accomplished without aid from other departments. Twelve salesmen and one floor demonstrator—Mrs. Martha Postelwait—turned the trick. A total of 514 units were sold, of which washers contributed 9,000 annual kilowatt hours, and speed ironers (representing only 63 per cent of washing ma-



Washer resale salesforce at Public Service Company of Colorado; W. E. Boaprey; G. C. Henry; J. R. Bossong; L. L. Mas Brown; F. A. Sensl; E. Widergren; D. O. Frazier; Mrs. Ma



*Salesmen (above left) have no difficulty mastering the ironing technique and demonstrating the ironer in the customer's home. An actual user (above right) of the ironer, a Denver housewife, was induced to do her week's ironing in the company's window.*

are trained to function as professional demonstrators. And the equipment is exhibited as a unit—"Thor Laundress does your washing and ironing." The housewife was given to understand that washing machine without ironer—and vice versa—was incomplete.

So successful was Frank A. Sense, star salesman of the group, in putting across this idea that out of the seventy units he sold, thirty-two were ironers. The aggregate represented \$6,100 gross—a sale for practically every working day during April, May and June.

Instead of drawing accounts or salaries, the representatives at Denver operate on a straight commission basis—14½ per cent on the gross. A bonus of \$1 for each unit sold, and entered on the books, is given by Pub-

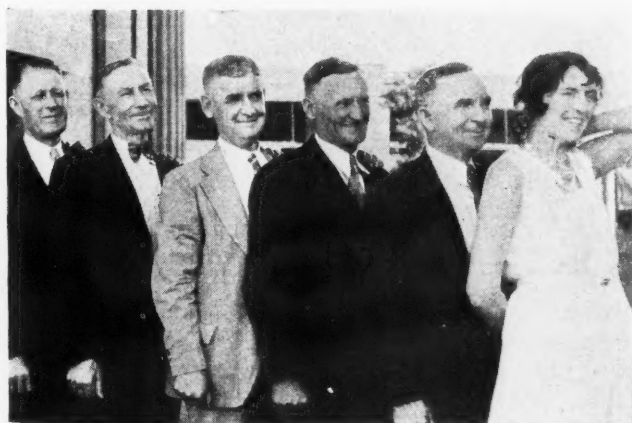
lic Service Company of Colorado in addition to the regular compensation. According to Mr. Hicks, this arrangement has worked out to the satisfaction of all parties concerned, limiting the salesman's income only by the amount of work he is willing to do; and he sees to it that the work is effective in order that his revenues will increase.

The sales setup at Public Service Company of Colorado is interesting. An arrangement was perfected during 1929 with B. K. Sweeney, Thor distributor at Denver, whereby Sweeney agreed to provide a group of trained salesmen to sell equipment, and the utility concern underwrote the financial end of the deal and provided office facilities.

That the plan has worked out satisfactorily is attested by sales amounting to more than \$150,000 during the fifteen months of its operation—with the net merchandising profit before mentioned (in place of a deficit on this particular line of appliances) and increased power load.

Previous to the distributor-dealer arrangement, the ratio of ironers—superlative load builders—to washing machines—negligible load factors—was about one to ten. Months of intensive effort improved the percentage, but until the current summer's campaign it was believed impossible to bring the proportion above the fifty per cent mark.

The resale force represents Public Service Company of Colorado in all contacts with the public, the utility handling all financing. In expense matters—such as advertising, distribution of broadsides, window demonstrations, etc., the two concerns operate on a 50-50 basis.



*rado. Left to right: H. L. Goubleman; R. P. Hicks, superintendent; N. J. Broderick; A. C. Brintnall; H. A. Turner; W. B. rtha Postelwait, floor demonstrator.*



# Do You Know

*Science Now Shows How  
Be Determined*

*By Alan*

**T**HE man at the right could sell snowballs in Sitka, the one at the left couldn't sell red-hot stoves at half price in the same town. Although both of them look good, each has well-defined characteristics which, if observed by an employer, will enable him to predetermine just how each will face the situation in Sitka.

To do this, the employer must have some slight knowledge of what scientists call extrovert and introvert characteristics.

A very pertinent example of the way these two characteristics work out is afforded by the star washing machine salesman who was observed by Dr. Donald A. Laird of Colgate University, at Hamilton, New York.<sup>1</sup> This salesman, a young man of high ambition and fine mentality, had been a university student. He made such poor progress in his studies that, discouraged, he dropped out in the middle of his course and set out to work his way around the world. Returning, he determined to complete his studies but, in spite of the grimmest determination on his own part and the unstinted assistance of his instructors, he did very poor work. Dr. Laird advised him to try sales work and he got a job in Utica selling washing machines from house to house. He made \$150 the first week. He then cracked a few records selling advertising in New York City. Returning to his home in central New York, he took hold of a local newspaper which virtually was in bankruptcy and put it solidly back on its feet.

He was a clearly defined extrovert, a man in whom certain characteristics, acquired from inheritance or from environmental action, had become so firmly set that he could not think or act in a way other than *outwardly*—toward and including other people.

**R**EVERSE these characteristics and you have an introvert. He is the chap who comes from Harvard with ambition, character, a trunkful of clothes, a B.S., a Ph.D. and two years of post-graduate work—and promptly lays an egg on some cold canvass territory that a recent arrival from Europe has worked with howling success.

The terms extroversion and introversion are applied in a strictly scientific way to those human characteristics which we used to call loosely "inclinations" or "born

<sup>1</sup>American Magazine, p. 125, May, 1927.

*One Fellow  
a DUD*



# *These* MEN

*Their Sales Abilities May  
In Advance*

## Streeter

gifts." We used to say that a young man was "inclined" toward mechanical inventiveness, or that he had a "gift of gab." Science now takes all of these inclinations and gifts and lumps them under two classifications, extroversion and introversion. The extrovert has a "born gift" for speech, sociability and leadership — without much inward thought. The introvert is "inclined" to be a thinker and planner—without much capacity for mixing with the crowd. In brief, the extrovert has native characteristics qualifying him for salesmanship; the introvert for artistic pursuits, bookkeeping, draftsmanship, etc.—but *not* salesmanship. These traits may not be superficially visible and the men themselves may not know of their extroverted or introverted characteristics. But the traits are indelibly there.

These characteristics have, of course, long been perfunctorily recognized by sales executives, but the extent to which they may be predetermined, the degree to which they are amenable to training, and the full significance of their relation to sales volume are recent scientific disclosures that largely shatter many pet executive beliefs.

Tall and well-built men are generally, but not always, extroverts; size gives them a certain feeling of superiority conducive to extrovert characteristics. Contrariwise, the small and lean individual is usually an introvert; his noise and bluster, when evidenced, is commonly nothing more than his efforts to escape from an inferiority complex—a complex which will cause his reversion to type in the face of the first real emergency. But beware of applying this stricture to small men with barrel-like chests and short arms and legs; *they* have a body capacity for large and virile vital organs, and are generally extroverts.

The over-fastidious individual who always seems to be calm and collected is often an introvert; his thoughts center in himself and in his personal appearance and he is calm and collected only while his thoughts are thus centered; directed outwards, they are more than apt to go awry. Over-fastidiousness is indicative of feminine characteristics, and women are notoriously self-centered and introverted characters—which is why so few of them ever become good sales producers. The introvert is a chronic tinker; he tinkers with his personal appearance, with his job, with his territory, with his car, with his house; beware of tinkers with your business.



*The Other*  
**a BORN SALESMAN**

Extroverts are seldom *over-fastidious*. Sometimes they are not even reasonably careful. A reckless driver, a man who slights the appearance of his house or car, is generally an extrovert. The temperamental salesman is almost invariably an extrovert—and whether or not he is a desirable one is, of course, contingent upon the degree to which his characteristics have developed!

The man who is over-neat about filling in his application is apt to be an introvert; the extrovert is more likely to scrawl, in his rush to get rid of a bothersome detail. A request for the names of friends will bring a rush of such names from extroverted individuals, but the introverts will have to stop for an answer because they do not make friends easily. If the applicant is unmarried, but beyond the marriageable age, it is likely that he is an introvert who is *abnormally* shy and retiring.

**A** MAN'S previous employment record often indicates his characteristics. Frequent changes of positions indicate an inclination to tinker with his career, and tinkering is the prime trait of the introvert. Such a record, interrupted by longer intervals in positions where minute and painstaking attention to detail was required, indicates both a liking for minutiae and a nature which is thoroughly introverted; no first-rate extrovert ever held long tenure on a bookkeeper's stool.

Cultured speech means nothing in itself; it all depends on how willingly it flows. Introverts hate the very thought of standing up and speaking before a crowd; try that out on your applicants. Extroverts, *vice versa*, love an argument; try picking one the next time you hire men and if one of them bowls you over with a hot and sustained come-back, handle him with gloves, for the gods have sent you a gift. Welcome with pleasure the man who comes hurtling into your office with his coat tails flying and interrupts you in the middle of something to ask if it was you who put the ad in the paper; his manners are pretty raw all right, but bad manners are easier to clean up than the retiring nature of the introverted violet who eases himself through the door and decorates the wall until he is spoken to.

Each of these aspects means nothing in itself; only in their aggregate can the employer find an index pointing to a predominance of extroversion or introversion in an individual. If you judge men by their attire alone, you must classify Jimmy Walker and the Prince of Wales as extreme introverts; but this, as everyone knows, is not a correct classification; their other characteristics pigeon-hole them as extroverts of the most pronounced type. Thomas Edison, displaying the sartorial characteristics of an extrovert, is an extreme introvert. Henry Ford, Calvin Coolidge, Herbert Hoover, are introverted characters—and poor salesmen. Roosevelt, the master salesman of the twentieth century, displayed his extroverted nature by selling the idea of the Panama Canal, but leaving the details for later Congresses to clear up. Woodrow Wilson, master thinker, was balked by an introvert nature in his efforts to sell the treaty which his brilliant mind had conceived.

The employer, having located a predominance of introverted or extroverted characteristics in an applicant, should mark well that these traits are so basic to the individual's nature that, do with him what one will, he will ultimately and inevitably revert to type. Science tells us that, to all practical ends, *salesmen are born*. It demonstrates that any investment in the training of men for creative salesmanship will be wasted in almost exact proportion to the number of introverts trained.

**F**OR those sales executives who believe that such characteristics are amenable to training, science holds out small consolation. The two effected branches of science, biology and behaviorism, hold divergent views on the subject. The extreme left wing of the biologists—the eugenists—maintains that all human characteristics are inherited and cannot be basically altered by environment or training. The same radical group among the behaviorists, lead by Dr. John B. Watson, holds that men are born without inherited characteristics and are what they are solely because of their environment and training.

"Give me a dozen healthy infants, well-formed, and my own specified world to bring them up in," says Watson, "and I'll guarantee to take any one at random and train him to become any type of specialist I might select—doctor, lawyer, artist, merchant, chief and, yes, even beggar-man and thief, regardless of his talents, peculiarities, tendencies, abilities, vocation, or race."

So, while the two scientific groups attribute human characteristics to different origins, they are in complete agreement in at least one conclusion; a conclusion in which they are joined by the large middle group which holds that both heredity and early environment definitely shape a man's mature characteristics. They thoroughly agree that by the time men reach the selling age, their introvert characteristics have become so completely set that they are instinctive in their workings, and unamenable to a selling discipline.

The problem that confronts the sales executive, then, is to weed out the obvious introverts before investment is made in their development; and to make a judicious selection among those men who display a combination of introverted and extroverted characteristics—"ambiverts"—to the end that the men selected which exhibit extrovert characteristics to a major degree. A generally practicable method for doing this has already been given, but if any employer—such as a large resale organization or public utility—desires a more scientifically accurate method, he will find it in the means developed by the investigations of Dr. Donald A. Laird of Colgate.

By the use of forty-eight simple questions, divided into three groups, the individual's instinctive characteristics are revealed. The questions do not relate to selling, their exact purpose cannot be divined by the applicant, and they require only check-marks for answers. By a comparatively simple system of scoring, the executive can definitely determine if the applicant is of the extrovert, introvert or ambivert type. He selects the extroverts and such of the ambiverts as show a marked preponderance of extroverted characteristics, with the full assurance that his selections will be basically amenable to training.

**T**HE method represents the furthest step that science has so far taken in the classification of human traits; that is, insofar as they have been determined by empirical methods of investigation and experiment whose soundness can be definitely demonstrated and proved.

Perhaps, within our time, there shall be developed a glandular secretion which, when injected into a rookie, will make him a star in a trice; and even that executive who trains his men by slapping them on the back and telling them that the world is their apple, will be made to look like a slow-poke. Or perhaps a few rearrangements in genetic structure, prior to birth, will make even glandular hormones a needless luxury.

Until then, however, we shall have to worry along by separating the introverts from the extroverts.



# *The* DEAD BEAT—

## Can Always Answer Credit Questions

**N**OBODY has better answers to a merchant's credit questions than the man who doesn't pay his bills. Why shouldn't he—those questions have been asked him before. Furthermore, he has friends and sense enough to keep one or two accounts in good standing, hence references mean little. The storekeeper who plays a lone hand on credit matters might as well play drop the handkerchief."

Yet H. O. Jones, manager of the Dayton, Ohio, Retail Merchants' Credit Bureau, while he admits that there are slickers in the neighborhood, doesn't feel the situation is hopeless.

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### *Bad ones into good ones*

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**H**E STANDS hand-in-hand with Bernard Shaw and his epigram, "If people were naturally wicked, they would cheer the villain when they went to a play." Most skips and profit and loss customers get started on their downward path through frantic fumbling in an effort to make a dollar bill do two dollars' worth of work. Pure ignorance. Their lying answers are a byproduct, thinks Mr. Jones. He cites his experiments in Dayton as an example.

"If you have been turned down for credit in Dayton," ran a recent advertisement published by the bureau, "It means that there is something wrong with your credit record. Come in and talk it over. Possibly we can show you a way out."

Nine people were sitting on the bench waiting the following morning, and altogether during the week 418 came in.

In each case the man or woman was asked to tell his story. Most of them started with a few lies, to get limbered up, so to speak. Promptly down came their dossier and they were faced with the fact that the bureau even knew their grandma's maiden name, and every brawl they had ever indulged in was on record. It was uncanny. The bureau didn't reveal that three of its people do nothing else besides copy marriage license data, and details of lawsuits, divorces and police records. The indignant visitor learned that Dayton merchants reported every credit sale to the bureau.

Bit by bit each caller told everything. Some were helped and the bureau's connection with a welfare bureau stood in good stead. Others were sent to one of four or five sources for a loan that would clear up their entire indebtedness, and given a fresh start. Still others were shown how impossible it was to make their incomes cover their manner of living, and given a budget to follow.

A man who had stopped payments on a kerosene stove

when he moved in from the farm to Dayton, and didn't need it, discovered that he didn't have a ghost of a chance of making a loan at the bank until he went back and took care of the matter.

In every case customers found that what they did with one store followed them to another. Of course arguments with retailers of a known "borax" reputation were considered by other merchants.

This interconnection has been responsible for the Dayton Credit Bureau's great success, Mr. Jones believes.

In the ten years that have elapsed since the credit organization was formed, it has steadily been absorbing smaller credit groups in different lines of business. A man will naturally owe money to the butcher, the grocer or the dry goods firm long before he gets around to running up a bill with a dentist. The dentists' association credit records might show that he was clear. As a result, the dentist would lose money. There is no sense in a credit group that can only compile post mortem cases, Mr. Jones points out. This applies to electrical or radio dealers as well, he says.

There existed in Dayton until last year a coal dealers' credit association, Mr. Jones relates.

It joined the Dayton bureau in October, 1929, and between the 15th and March 31, 1930, its members listed the following:

\$72,252.69 past due, 3,395 debtors.

During this time 1,049 of these debtors tried to get credit elsewhere. Due to the fact that they were now on the common books, it was denied. As a result of the pressure applied by the interlocking system, some 2,128 of the past due accounts were induced to pay up \$32,748.98 during this period.

Now as to new business: The coal dealers of Dayton obtained reports on 2,435 prospective customers during this period. Their own file showed that only 236 of this number were bad. The bureau file showed them that 1,684 were bad. Only 515 had good records. Thus a lot of good money was kept from going after the bad. Losses were kept down on new accounts, for it was cash with order when anything was off color.

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### *Merchants must report*

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**T**HE greatest difficulty the bureau has is in emphasizing the necessity of turning in reports on credit sales. A man's credit depends on his income and outgo, as well as his disposition to pay. He may be rated as good for \$50, but without credit sales reports being turned in regularly, he has the opportunity of  
(Please turn to page 71)



Scarcely a day goes by without another letter coming over the editor's desk with some new reaction to our editorial suggestion that the utilities absorb the cost of installations on electric ranges—the chief barrier to their increased acceptance.

# CARRYING

## Another Barrier

Editor, Electrical Merchandising:

The statements made in your editorial are eminently proper and point out one of the serious barriers to range sales.

In connection with this matter it has always seemed to the writer that there is another great barrier to the sale of ranges, which is imposed by the manufacturers themselves, and no doubt in conjunction with the Public Service Companies. I refer to the limitation that is placed upon the outlets through which ranges are marketed. For example, our house is a distributor for the General Electric Company, handling all of its products except "Hotpoint" ranges, and we are not permitted in any way to have anything to do with the seeking of ready outlets or the marketing of this commodity, because of the fact that our local power company through this territory markets this particular range.

I appreciate the fact that primarily the central station is unquestionably the proper outlet for ranges, but I have never yet been able to understand a policy that narrows outlets for any merchandise; and if distributors and dealers could be induced to handle this particular brand of range throughout the trading area which we serve, the load would go on the lines and be just as effective as if the appliance were sold through the Power Company itself. It has always seemed to me that a much greater market could be secured if every available outlet were utilized.

EDWIN M. KEATLEY,  
Virginia Electric, Inc.,  
Charleston, W. Va.

## Sell At One Price

Editor, Electrical Merchandising:

The subject of electric range installations is a mighty important one and upon which depends the sale of ranges. Installations in towns of eight or ten thousand or more populations cost from \$30 to almost \$100 and these installation costs are drawbacks to sales. The utility companies who do the most merchandising in this type of commodity are coming more and more to the hope of a standard price for electric range installations. In parts of our territory an electric range installation can be made for \$16 and meet the approval of company policies. Others claim that a standard price of \$30 should be added to the list price. This additional amount of money always raises the price of the range to such an extent that the customer loses sight of its worth. Ranges should be sold at one price installed in the home, instead of a range list with time and material added for the installation work.

C. W. KINCHLER,  
Merchandise Mgr., General Electric Supply Corp., St. Louis, Mo.

## Not Entirely Necessary

Editor, Electrical Merchandising:

I consider your plan on merchandising electric ranges very good, but I do not believe that it is entirely necessary. Of course our company might be a little different than some of the other companies as we are a combination company. In our gas territory which includes all of our meters with the exception of about 10,000 we are not merchandising electric ranges. Out of the 10,000 meters outside of our gas territory we now have some 2,500 electric range users.

We sell the ranges at the regular list price adding to this the cost of installation and sell them to our customers on easy terms we then pay the local electrician for wiring in the range. We found a number of years ago that when the range and the installation were sold separately that, there were too many chances of losing the sale. On our present basis we have one selling job to do, that is, we sell the range and installation at the same time.

You are certainly to be congratulated on the plan and in most communities I think it would work out very well.

EDWIN W. MEISE,  
Supt. of Merchandising  
San Diego Consolidated Gas & Electric Co., San Diego, Calif.

## Discounts the Dealer's Trouble

Editor, Electrical Merchandising:

Certain of your articles in ELECTRICAL MERCHANDISING have led us to express our opinion as certain difficulties that makes it undesirable and unprofitable for many dealers to handle a general line of electrical merchandise. Particularly so as to why certain dealers would prefer handling gas ranges rather than electric ranges.

We ourselves are specializing in electrical refrigeration and radios. But we have been seriously considering the stocking of a complete line of electrical merchandise but do not find that the discounts thereon is sufficiently favorable to make it worth while.

To sell a \$160 electric range, we have to add thereto the installation cost of at least \$40 or making a total selling job of a \$200 installation. We get a 30 per cent discount on the range (Hotpoint) only, which is equivalent to a discount on the complete installation of only 24 per cent. Our distributors obtain a 40 and 10 per cent discount, which means that they will realize 18 per cent as wholesalers, and we as dealers will only realize 24 per cent. This appears to us as unfair discrimination as based on the following reasons.

The dealer would have to maintain a display room and show windows on the prominent business district of the town or city. He would have to employ competent salesmen and use specialized salesmanship and advertising in order to educate the public of the value and advantages of such merchandise. He would have to maintain a service department and would also have to finance the time payments on the sales.

The wholesalers on the other hand have only their ordinary overhead and warehousing expense, which is quite small as to the expense the dealer has to assume. When it comes to selling, all they have to do is to take orders and collect what is equivalent to cash for the merchandise.

From our point of view, it would appear that we would be working ourselves to death and almost at a loss in order to make a handsome profit for the wholesalers. We believe that we can better confine ourselves to specialized lines rather than to use our facilities and efforts in order to make a handsome profit for the wholesalers of electrical merchandise.

We are located in a town of 5,000 population and there is no store in town that is carrying even a fair assortment of electrical merchandise. It would mean an excellent opportunity for ourselves to do so.

But where we would wish to stock the merchandise, display it on our floor and show windows and use specialized salesmanship in its disposal; on the other hand any electrical contractor or electrician in town, who has no regular place of business or at

## Note

Many of our correspondents have flatly disagreed, some have expressed doubt, but the great majority have been enthusiastic beyond our expectations. And the discussion has brought to light other problems in connection with range selling.

# It On

most a shack on a side street to hold his tools and supplies, can obtain just as favorable discounts as we can.

We know nothing of wholesalers' costs of doing business. But we do know that the retail dealers' costs are very much heavier and that he should be entitled to very much better than the 6 per cent more than what the wholesalers obtain or would realize.

ROSS ROBERTS.

Electrical & Radio Dealer, Canton, Miss.

## Portland Is Considering It

Editor, *Electrical Merchandising*:

I thoroughly agree with your analysis of the situation and have felt for some time that if we are ever going to put over the proposition of electric range sales in a big way, it will be necessary for us to have the hearty co-operation of furniture dealers, department stores, and other outlets now offering other types of cooking devices such as gas, wood and coal ranges.

I often say that it is a marvel that there are as many electric ranges purchased as there are when you consider the fact that in ninety-nine contacts out of a hundred the customer is discouraged when buying an electric range because the large majority of furniture dealers and other such outlets do discourage their customers from buying electric ranges. This attitude on the part of the non-electrical dealer is probably the result of experience in attempting to sell electric ranges due to the many difficulties encountered, such as wiring of the house, high first cost, etc. However, here in Portland we have succeeded to a fair degree in changing this situation, but we are a long way from having a satisfactory story presented to prospective range purchasers by our non-electric dealers.

We are at this time considering for a limited period of time, a trial sales campaign offering to furnish free wiring on all electric ranges sold. We have an association of all of our dealers here in Portland and this matter was discussed at our last meeting and it is hoped that we may work out a trial campaign some time during this year, using this free wiring feature.

Personally, I am not so sure that the range wiring is the ultimate stumbling block in the way of the sale of electric ranges, or that the elimination of the cost of wiring electric ranges is the solution of the sale of electric ranges on a large scale. I believe that the manner of presenting the wiring problem to the customer governs very largely the customer's reaction to it. If the dealer should say as his opening remark, "Well, the cost of wiring this range is so many dollars," and make it an issue, of course, the customer is going to react unfavorably. If the cost of the range is presented including the cost of wiring is not so much of a feature.

J. C. PLANKINTON.

Sales Manager, Northwestern Electric Co., Portland, Ore.

## State Commissions Would Object

Editor, *Electrical Merchandising*:

I have read the article "Remove the Barrier" in your magazine, and there are some points with which, at this writing, I cannot agree.

The principal point is that you say that: "the time has come, therefore, for power companies to recognize that if they want this load they must pay the cost of range installation themselves, treat the funds thus invested as a capital account and set up this policy to cover all ranges sold by all dealers."

In the first place, light and power companies cannot capitalize an investment made on the customer's premise which is not removable, and in the second place, we have not found that wiring is an obstacle which has prevented the sale of electric ranges.

To illustrate—we have an average of approximately 120,000 residence customers and we have in service approximately 40,000 electric ranges, which is one range for an average of three residence customers on our system. This development has been made with the customer providing for all wiring and connections in the building.

Our principal competitor is not gas, liquid gas or coal. It is cheap wood, not only raw wood from the forests, which is cheap, but off fall from saw mills, which is sold at a very low price.

Another point which it seems to me must be taken into account if power companies should pay the wiring cost is that commissions and state regulatory bodies might seriously object to charging this cost to operating expense. This is simply a suggestion, as the matter has not, so far as I know, been formally presented to regulatory bodies.

I agree with you that the opportunity for electric cooking presents a very large undeveloped use of our service. We in the Northwest have recognized this for a number of years, and have been very active in the development of this business. I feel that it is more a question of selling the service than to furnish some of the service for nothing in order to produce this development.

We are very much interested in this problem, and will be very glad to receive any ideas which will be helpful in the further development of electric cooking.

H. J. GILLE.

General Sales Manager,

Puget Sound Power & Light Co., Seattle, Wash.

## Too Few Sales Outlets

Editor, *Electrical Merchandising*:

I think the great difficulty with most of these articles is that the people we want to read them never read them. If we could only get people to read the things which are for their own good, we would all be better off.

Your article was very interesting and after reading it completely I can realize what an immense amount of good it can do. You no doubt know my idea is that there are too few sales outlets. You state that merchants need merchandise and I think you can reverse this and say that merchandise needs merchants. After reading over your article I feel almost like saying I told you so. Of course, all of the facts brought out in your article are facts which we have known for some time and have all been looking for a method of getting at it. Electrical merchandising volume is pitifully small compared to what it could be if we who are interested and seriously affected would only take hold of it and fight.

I do hope that there will be no let up on this movement. If an analysis shows that the principle is right, no one can take exception to it and you will have the support of everyone in the industry.

CHARLES A. PIERSON.

Pres., The Standard Electric Stove Co., Toledo, Ohio

## Clean-Cut Sales Needed

Editor, *Electrical Merchandising*:

I believe that you have struck the key-note concerning the barrier pertaining to the development of selling electric ranges. If this barrier could be eliminated, and the power companies become conscious of the fact that the electric range load is a necessity to their well being, the electric range industry would advance very materially. The manufacturers as a whole, are willing to co-operate with the power companies to a considerable degree in helping the merchandising problem, but it is rather an up-hill job unless the power company itself becomes conscious of the fact that it wishes to promote electric cookery.

(Please turn to page 71)



# Facials —for

*The vogue for beauty treatment in table appliances and clocks lends new importance to the art of the stylist*



*(Above) In all its shining beauty the new toaster is a fitting complement to the breakfast or luncheon table*

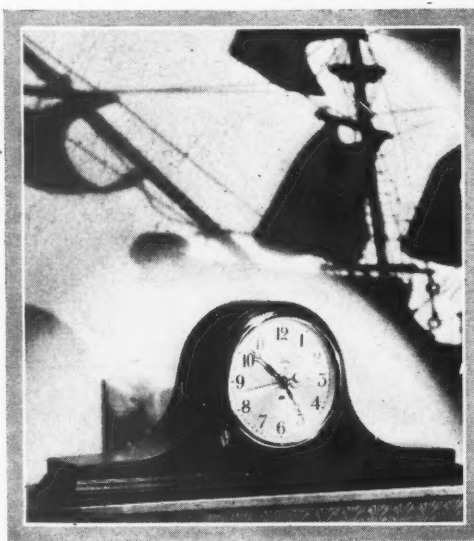


*(Above) Not a whit less beautiful than the offerings of famous silversmiths are the new electrical table appliances*

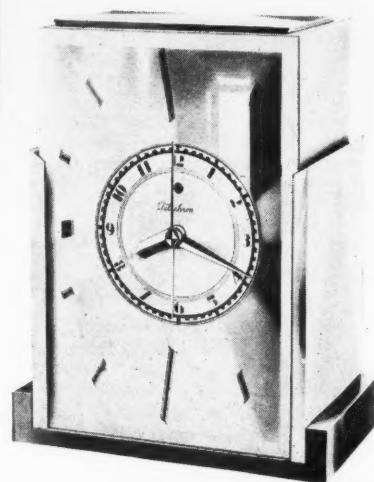
**W**OMEN buy through their eyes; appearance to them is one of the most important factors in the selection of the merchandise they buy. Ask any automobile salesman what, in a new car, most appeals to women. He will tell you that it is the color and shining finish of the car, its upholstery and the "do-hickies"—things the average man seldom notices. The same holds true, too, of other things purchased for the home. Even the smallest and most inexpensive articles that women buy, manufacturers and merchants have found, must have a decorative appeal or remain, unsold on the shelves.

Because of the importance of this "style" feature of merchandise, increasing study is being given by manufacturers to trends in design. So important has it become in fact that leading appliance manufacturers have engaged "stylists" whose responsibility it is to keep abreast of this intricate subject and help create merchandise that will find favor in the eyes of millions of women shoppers.

Electrical table appliances have been so universally accepted as staple household items that they long ceased to be novelties. These modern heating appliances, including the percolator, waffle iron, toaster, sandwich toaster and other table appliances, rank with exquisite table silver- and metalware in beauty of design, in good taste and adaptability. Appliance patterns are characterized by names in keeping with the spirit of the design and have come to be recognized as a beauty standard just as are the designs offered by leading silversmiths.



*At left and below. The new and the old in clock designs. At the left a favorite tambour model and below, an exquisitely-proportioned clock in the modern mode*

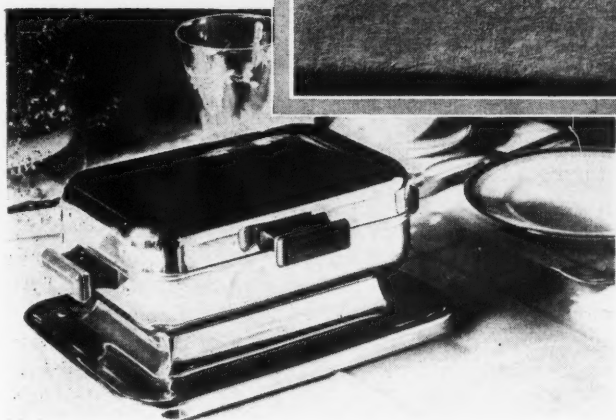




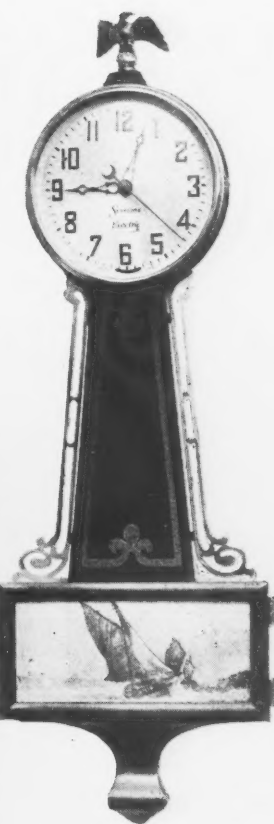
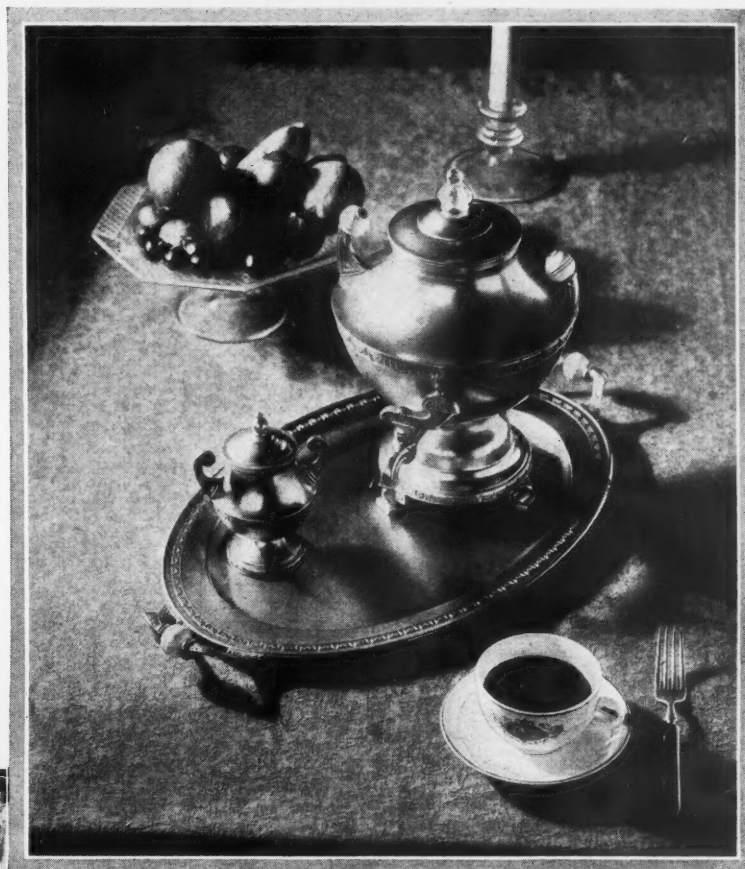
# Appliances

By  
Florence  
R.  
Clauss

(Below) In smooth-flowing lines, this sandwich toaster is not only a medium for delicious toasted sandwiches; it lends a decorative note as well



The tendency toward the ornamental has been a large factor in popularizing the use of this equipment in the home. For years, women have admitted the labor- and time-saving conveniences afforded by electrical devices but certainly, they said, something more was needed than the admittedly-important functions rendered by these appliances. In other words, women want their house-



(Above) Banjo clocks seem to be so intimately associated with ships and the sea. Perhaps it is because of the picture of the famous battle of "Old Ironsides" and the "Guerrierre" placed on the glass door of the famous banjo clock designed by Simon Willard in 1813

(Left) Beauty, quiet good taste and adaptability to homes plain or luxurious are characteristics of the new electric percolators and urns

hold equipment to be not only highly utilitarian but fairly agreeable to the eye as well. And so, electrical appliances have undergone a beauty treatment.

In the electric clock the style element is strong. In selling an electric clock it is necessary to sell the case as well as the mechanism, for both elements are necessary to complete satisfaction with a clock purchase. Happily, electric clock cases have been carefully selected by electric clock manufacturers and the best designs, created by master craftsmen, are employed. The majority of these clock cases are reproductions of favorite old clock models, with some cases of modern design, for those who like the art moderne.

Watch the new appliances as they appear upon the sales floor and it will be perfectly evident that women, in their own pursuit for personal beauty, have demanded beauty treatments for everything they buy. And they are getting it, too!

# What Appliances



*Study of Henry Ford's minimum wage men reveals the living habits and purchasing power of a \$1,600 income.*

**W**HAT appliances can a family living on \$7 a day buy? Forty-seven of the 100 families own automobiles; 36 have radios; 21 have vacuum cleaners; 49 have washing machines; 98 have electric irons; 6 have electric toasters and 4 have electric fans; 80 have sewing machines of which only 5 are electric; 80 families cook with gas, 9 with kerosene, 2 with coal and wood, and only one with electricity.

Fifty-nine families were purchasing furniture, automobiles, and other equipment listed above on the installment plan. Only one family had forfeited its automobile because of failure to keep up the payments.

Everything, to the pictures on the wall, is included in the survey made by the Labor Department of the living standard of these Detroit families. This information will be used by the International Labor Office at Geneva in computing, at Mr. Ford's request, the equivalent wage that the company would need to pay to place laborers in 17 European cities on the same general standard of comfort. Economists visualize in Mr. Ford's experiment a step toward the establishment of a world wage.

In determining the expenses and living conditions in Detroit, the 1929 budgets from 100 families of similar status were taken as a representative sample. The em-

ployee earning \$7 a day must have worked at least 225 days during the year. The family must consist of husband, wife and not less than two nor more than three children under sixteen years of age, living in a rented house, flat or apartment, or in a home on which the payments are fairly comparable to the rental value of a similar house. The family must have no material income other than the husband's earnings. Families with relatives, boarders, lodgers were excluded.

As the \$7 minimum was not established in the Ford plants until last December, it was impossible to adhere absolutely to that income figure. The daily factory earnings ranged from \$6.40 to \$7.23 and averaged \$6.78. The year's average earnings for the 100 families finally selected were \$1,694.63, or \$4.64 for 365 days. This figure was increased to \$1,711.87 by miscellaneous income averaging \$17.24. The average expenditures of the 100 families was \$1,719.83, leaving an average deficit of \$7.96. Nineteen families broke even, 44 families closed the year with an average deficit of \$130.74; and 37 saved an average of \$133.96. Few families budgeted their income or kept a record of expense. The information called for on the schedule covering 400-odd items was gleaned mostly from the memory of the housewife. Asked whether the data collected in this fashion is sufficiently accurate to disclose how the families of these semi-skilled or unskilled workmen are actually living, Commissioner Stewart said:

**"I**WOULD not publish the schedule of one woman but I am willing to bet that for 100 the record will be just as accurate as if they had kept books. The working man's wife who has to run a \$7 house on \$3 is a much better financier than the boobs in Wall Street. She



# Can Workers

That sales volume in specialty commodities has been definitely restricted by the exigencies of income levels, has long been both a credo and an alibi in many fields.

Of undisputed interest, then, are the figures recently released on the purchasing power and possessions of 100 Detroit families whose expenditures were limited by the minimum wage of \$7 per day which Henry Ford pays his workmen.

may not know anything else, but she knows where the money goes."

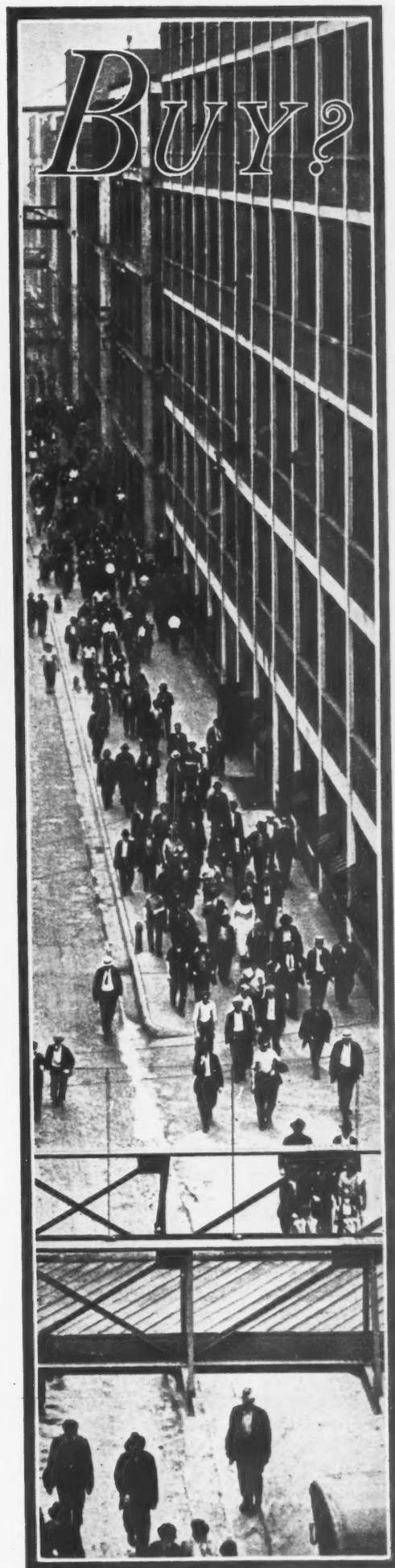
The report gives not only the average cost of each item in the family budget but a description of each item and the quantity purchased in order that the International Labor Office in its survey of 100 families in each of the European cities in which the Ford company has or is contemplating establishment of plants may compute the relative foreign cost of the Detroit worker's budget by pricing each of the several hundred items in terms of both quantity and quality. Substitutions will be necessary, of course. Beer, in Berlin, and dates in Istanbul may be important constituents of the working man's fare. For that reason, the larder of the Detroit families has been converted into its calories' value and analyzed for its content of protein, calcium, phosphorus and iron. These equivalents reveal that the diet of the Detroit families is, in general, well balanced and sufficient.

Food, of course, constituted the principal item of expense, averaging \$556.12, or one-third of the family's budget. First on the table set by the working man's wife are milk and milk products, representing 21 per cent of the family's food bill. Meat is second, accounting for 19 per cent and bread and other bakery goods third, amounting to 10 per cent. Beefsteak was on the menu occasionally, purchases averaging 38 pounds each during the year at an average cost of 39 cents per pound. Only 36 of the 100 families used ice, and this item cost only slightly over 1 per cent of the total expenditures for food.

**C**LOTHING cost the Detroit family \$210.67, or 12 per cent of the total household budget. Incidentally, the survey has confirmed previous findings that the cash outlay for the husband's clothing is greater than that for his wife. Husband's average was \$63.59; wife's \$59.21. Millinery and silk stockings are included in the wife's clothing purchases but do not represent a large outlay. Three hats every two years and four pairs of silk or rayon stockings every year could hardly be called extravagance even in such a limited wardrobe. The clothing expenditures of the Paris working man's wife when ascertained, will present an interesting contrast. Clothing the children cost an average of \$87 for the year.

The majority of Detroit's 100 live in detached houses, 32 in flats, and 7 in apartments. Seventy-two have bathrooms. The typical house is a frame structure of four or five rooms facing on an improved street. It is electrically lighted and has a bath, kitchen sink and sewer connection. Stationary laundry tubs were frequent but not typical. The house has individual stoves with half of the rooms equipped for heating. Central heating was, in most of the houses

(Please turn to page 66)





# Mr. Childs



WILLIAM CHILDS

# Goes ELECTRIC

*A new market for domestic electric ranges in prospect as new restaurant chain goes in for home cooking in small quantities*

AT his home in Bernardsville, N. J., Mr. William Childs, former president of the chain of restaurants which bears his name, uses a small electric range. Contemplating the opening of a new individual restaurant, the first of a new nation-wide series, Mr. Childs pictured batteries of the same domestic electric ranges as exclusive cooking equipment. The ideal he had in mind was that of actually reproducing home cooking by preparing each meal individually. Consultation with the makers of that particular range (Armstrong) convinced him that the idea was feasible.

Today, a battery of these domestic ranges are doing all the cooking in "Old Algiers," the first of the new restaurants, recently opened in New York City. The installation opens what is undoubtedly a new field for this type of range.

Installation prompts a number of questions: Why use such ranges when they are designed primarily for the home? Have they any advantages over the commercial ranges ordinarily employed? Will they supply food for a large number of people? What about the operative costs?

According to Mr. Childs, it is impossible to obtain the real brand of home cooking when the food is prepared in large quantities, necessitating it remaining on steam tables for considerable periods, thus losing something of its original freshness and flavor.

Some slight modifications were necessary, however, in order to adapt the ranges to the commercial use.

The wattages were increased over those of the standard domestic range. In the latter the surface heating elements include one of 1,500 watts, two of 1,200 watts and one of 720. In the restaurant all are of 1,500 watts. This provides uniformity through a series of identical



*Because of their relative importance in the cooking schedule, a battery of six ovens alone were installed in the main kitchen.*

*A slight increase in wattages was the only change made from the standard domestic ranges. All in the restaurant are 1,500 watts.*





*Cooking food in small, individual proportions so as to approximate home conditions was the ideal Mr. Childs had in mind. The ranges installed here are found ample to provide for 350 people.*

units which can be used interchangeably.

In the oven of the standard range, the broiling element is 1,000 watts and the baking element, 1,500. At "Old Algiers" they are 1,200 and 1,800 watts respectively. This change was made to provide quicker temperature pick-up.

A different system of wiring was also installed. Instead of the single phase, 3-wire system, a 3-phase, 4-wire system is used. The electrical load is balanced, each phase carrying 3,000 watts. Two include two surface heating elements each and the third supplies the oven elements.

The time control clock, an automatic device designed



*Electrical Merchandising, August, 1930*



for the housewife's convenience, was eliminated as needless in a restaurant. A special rustless metal top was added, and metal shelves were fitted between the range tops as a convenience to the cooks.

It was necessary to determine just how many ranges would do the work. This was arrived at by figuring what each range would accomplish and on the basis of the restaurant capacity of 350. Because such a large percentage of the cooking is done in the ovens, extra separate ovens were ordered.

Two ranges were installed in the experimental kitchen where food research work is done. Four ranges and an electric griddle went into the short order kitchen. In the main kitchen, where the greater part of the cooking is done, are six ranges and the same number of separate ovens. In addition, a specially devised electric table is in use in the short order kitchen.

Costs are an important item. It has been found that the total first cost of these ranges is on a par with that of large gas range equipment. Nor do these individual ranges consume more current in the aggregate than large electric ranges.



# The Editors'



## *Some New Thought on Concurrent Campaigns*

THE manufacturers of household appliances have decided that the concurrent campaign idea has run its course. This is good news for the dealer and the power company, if their meaning is not misunderstood.

For a number of years the N.E.L.A. Commercial Section has promoted the idea of concurrent campaigns on various appliances. It was a good idea. It stimulated power companies to make a drive on certain seasonable appliances each month. It led them to develop a demand for many secondary devices that had not been given much attention before and it thus broadened the public interest in electrical equipment. It has resulted in the sale of hundreds of thousands of small appliances that otherwise would not be in use. But it has made a lot of trouble as well as a lot of market.

The power companies took up the concurrent program with enthusiasm. Many of them carried through the recommended plan and made it possible for the dealers to tie into each sale and participate in the increased business. Many were carried away with misguided zeal, however, and their campaigns became high pressure drives in which ridiculously small payments, long terms and extravagant premiums were offered. Dealers could not compete. Prices were demoralized. Values were depreciated in the market. And it is only fair to say that much of this uneconomic hysteria was induced by the manufacturers themselves, in the heat of competition.

Gradually the situation righted itself. This destructive competition by power companies was decried throughout the industry and the utilities themselves found out that such extreme concessions were not necessary to get business, if they did a good selling job. But the experience had demonstrated two things—that seasonal campaigns are productive and that all the varieties of appliances can be sold—if public attention is captured. And these were good lessons to learn.

As more power companies and more dealers have tied into the program, these monthly sales across the country, have now grown to such proportions, that it is having two bad effects. It creates a huge demand upon the manufacturer for the production of a special appliance for which there is relatively little demand in other months and therefore runs up production and distribution costs. It results too often in no attention being given to the sale of an appliance except during the month in which it is scheduled for a concurrent campaign.

Therefore the manufacturers, now urge that the idea of a nation wide concurrent campaign be dropped, and they make two very practical suggestions.

First, that the power company and the dealers in each locality hereafter conduct their own seasonal campaigns at whatever times seem best for the appliances they select,

so that the campaign requirements on manufacturing production will be automatically staggered around the calendar.

Second, that more thought be given to the importance of selling these same appliances throughout all months.

In other words, the household is ready to be interested in all kinds of comfort and labor saving at all times. Why not sell complete equipment, groups of appliances, the combination that applies and appeals to each family whenever it is in the buying mood? Let us campaign in good seasons but let us also keep behind the whole line all the time.

\* \* \* \*

## *The Battle Is On*

THE power laundries are getting worried. In a recent issue of "Launderland," a house organ devoted chiefly to reporting the progress of the advertising campaign of the commercial laundry industry, it was pointed out in bold-face headlines that the washing machine industry is encroaching on their field. The principal object of their concern was the announcement of the Hurley Machine Company that their advertising appropriation for the year 1930 had been doubled—\$1,500,000 to be spent this year compared to \$750,000 the year before. And this, they wail, is only one washing machine manufacturer.

Another thing: When the power laundry people began their advertising and promotional drive in 1925, to popularize the commercial laundry, the battle-cry of the campaign was "A Billion by 1930" which meant doubling their volume in four years. To the Hurley company, however, this was scarcely a challenge—a point they proved by more than doubling their own volume every year for the past three successive years.

And when this same washing machine manufacturer announces that advertising space will be doubled for the present year, it is small wonder that the Laundry Owner's Association look to their books with considerable apprehension.

\* \* \* \*

## *"Heart" and "Head" Advertising*

LOOKING through a consumer magazine, what advertisements catch a woman's eye? Certainly not the ones that go into detail about the technical features of a washer or other household appliance,—the gears, bearings, the process through which all parts must pass before their assembly into the device that washes the clothes or sweeps the floor. Such details cannot be classed as unimportant because they have great influence on the results achieved from the use of the appliance. But this is "head" advertising and the appeal that gets most of the response of the woman purchaser is "heart" advertising.



# Viewpoint

"We talk about gears and oil baths and things like that but we neglect the thing that the home maker is primarily interested in," said Clara Zillesen, advertising manager of the Philadelphia Electric Company recently, in a recent discussion of this subject. "And that is what the home service worker can give both the sales and the advertising department."

To still further inject the "heart" appeal into its advertising and publicity material, the Philadelphia Electric Company has a woman copywriter, who works closely with the home service department. All copy directed to the woman is written from the woman's viewpoint.

\* \* \* \*

## Capper-Kelly Blues

DESPITE a substantial support in the House to the Capper-Kelly price maintenance bill, once more it seems practically certain that adjournment will come without action being taken.

As the main purpose of the bill is to prevent price cutting on trade marked articles sold in open competition by permitting manufacturers to fix prices, the bill has naturally been seized upon, during the wave of controversy on the chains, as protective legislation for the independent. But even the greatest well-wishers of the measure are openly dubious as to its potential effectiveness. It is even overtly suggested that only the manufacturer will really benefit as its chain-curbing possibilities are slim at best.

But these endless adjournments, this vacillation at a time when action is decidedly called for, is disappointing. The bill is at least a step in the right direction whether it is as finally and completely effective as we would like to see it. There is some small feeling that if, unexpectedly, the bill is brought up in the few remaining days before adjournment, it will be passed.

\* \* \* \*



"Why don't you buy me an electric refrigerator?"  
Cartoon by courtesy the New Yorker.

Electrical Merchandising, August, 1930

## According to Ryan

"LOWEST prices in ten years" is the method by which the two largest mail-order houses and one of the largest chain-store organizations expect to—and will—stimulate buying.

Just as soon as the consumer is convinced prices are not going lower, she or he (which is it?) will begin to buy more.

\* \* \* \*

Mail-order houses without retail stores are away behind in sales this year. Sears-Roebuck and Montgomery Ward are about one half of one per cent ahead. The first has about 50 and the latter about 200 more stores than a year ago.

There is a possibility that the sales this Fall in the retail stores of these two companies will equal their catalogue sales. The stores are gaining, the catalogues losing at present.

Where would they be without the stores?

\* \* \* \*

The Harvard Report shows that in 1929—for the fifth straight year—expenses in department stores have *continued to rise* and net profits have *continued to fall*.

This is representative, as the 768 stores covered in the Report sold more than \$1,500,000,000 in 1929. It cost them very close to 32 per cent of their net retail sales to do business, of which more than half was paid out in salaries and wages.

The most significant point is that the *only* profitable stores were those with low inventories, thus securing a high rate of turnover on investment, coupled with a firm control of expense.

Now to destroy a common myth in retailing: *Volume* had but little to do with the net profit showing. The very largest group of stores (above \$2,000,000) made only a slightly better showing than the smaller groups.

Unless this *trend* of lesser profits and higher expenses is stopped, hundreds of these stores will automatically eliminate themselves.

\* \* \* \*

The head of a chain of stores says, "We are buying in a normal way for Fall. While others are talking about how bad business is, we are minding our own business, because business is going to be done this Fall and it is best to be prepared."

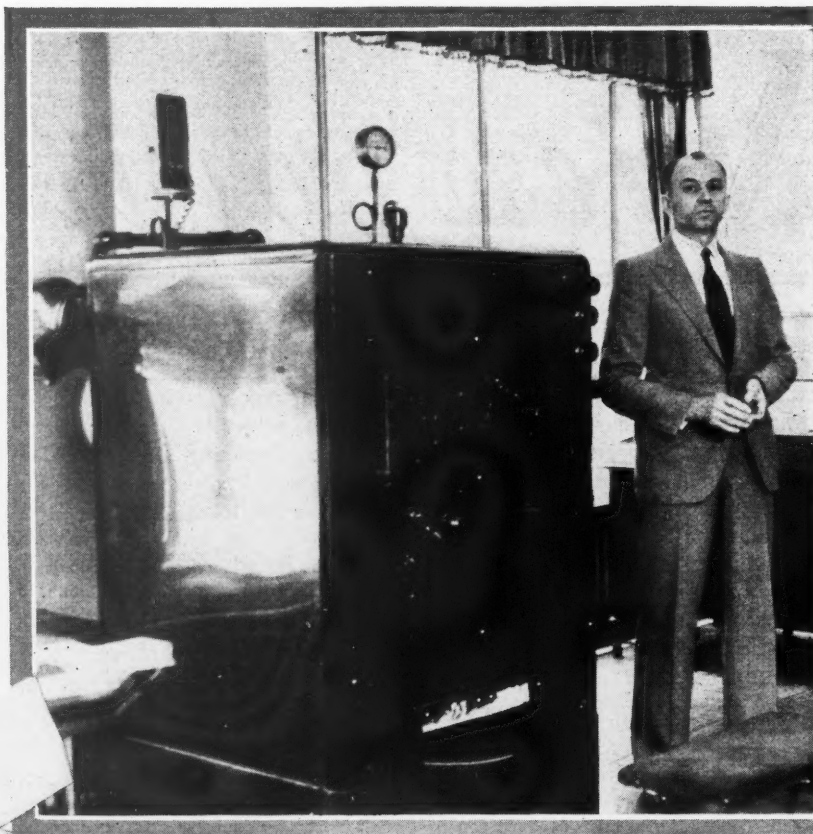
\* \* \* \*

Savings banks deposits fell off following the crash of stocks last Fall, but today they are *higher than ever*.

That means purchasing power to be used just as soon as fear of lower prices and fear of unemployment leaves the public mind.

S. J. Ryan.

*Accurate records of every installation are the basis of Smith's business, which has run as high as \$300,000 a year. He operates from two show-rooms*



# People *Need*

**W**ALKING into Chicago's loop in 1927, V. A. Smith cast about for an appliance to sell. He did not want to stand behind a counter. It was his desire to avoid anything that suffered from "dog eat dog" competition. He had at his finger tips a family training in heating and plumbing. What should he do?

Even in hard times people must have warm homes as well as food, he reasoned. All right, how about oil burners? Smith took a job with one manufacturer in a Chicago branch agency. He wanted to find out if he could sell the oil burner, what the public's reaction was to it, and learn the business set-up of the firm. It appeared to be good judgment from his view-point to invest a little time before investing any money. After deciding on his burner he approached the company with a proposition.

The North Shore, stretching north along Lake Michigan above Chicago is a series of wooded villages filled

with winding roads and picturesque homes. The population of the largest town, Evanston, is 47,600, and the average householder's income is \$5,000 or better. Smith's ten year residence in Kenilworth gave him a vision of the possibilities of such a territory, and he was granted the agency for these towns, possibly 25,000 families in all:

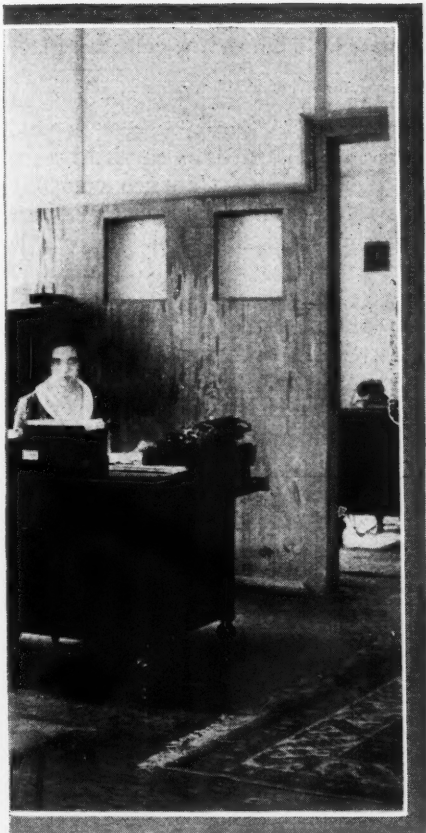
Deerfield, 1,878; Evanston, 47,600; Niles Center, 4,906; Morton Grove, 1,968; Glen View, 1,884; Northfield, 311; Wilmette, 15,179; Kenilworth, 2,471; Winnetka, 6,684; Glencoe, 6,290; North Brook, 1,175; Highland, 3,625; Highland Park, 11,305; Total, 105,276.

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## *Volume*

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**D**ESPITE the fact that oil burner selling activities have been going on here since 1921, Smith has been able to overcome his town handicap and run up a volume that has touched a peak of \$300,000. Today



## OIL BURNERS

*Sell in Good Times or Bad  
says V. A. Smith, of Chicago's North Shore*



*Smith's main oil burner showroom is an attractive building in the higher income residential sections.*

# H E A T

his firm, the Silent Automatic Company of Evanston, is a leading oil burner outlet on the North Shore. Selling only two specialties (Silent Automatic Oil Burner and Piatt Oil Water Heater), Smith keeps five salesmen busy, employs a force of eleven and operates showrooms at 900 Linden Avenue, Hubbard Woods, and at 1620 Sherman Avenue, Evanston.

### *How He Operates*

"WE TOOK a census with girls of the homes in the cities in my territory," he says. "I think we know better than anyone else just how many homes and businesses are burning coal and in what kind of position they are in with regard to an oil burner. Each spring we send a mailing to the 6,000 homes that we know have burners, offering to recondition, oil, grease, clean and make repairs if they are needed. The customer gets this service for a \$5 charge and it is done dur-

ing the slack months of May, June and July. This is one of our ways in spreading the business out over the year, instead of permitting it to bunch up in the autumn.

"The recommendations of friends is what sells oil burners. You take a home owner who has been getting wonderful satisfaction, and he is a perpetual booster for us. When our salesmen talk to these owners, they find them a fertile source of leads. We are great users of names and one of our mailing pieces consists of nothing but purchasers with their addresses and phone numbers. We carry these names in our newspaper advertising if permitted. A prospect is perfectly free to call up anybody on the list and ask him his experience with our machine. We could never dare do this if I had not made sure of my ground back in the days when I was picking out a line. You can't just pick out a line that will sell—you have got to pick out one that gives satisfaction."

Salesmen work on a commission basis with drawing account. They are expected to close a high number



of springtime leads. These are generally from people who have the foresight to know that they are going to need an oil burner that fall, and are not difficult prospects. It is in autumn that shoppers go from one oil burner firm to another trying to drive the best possible bargain. Despite high average incomes, North Shore citizens are shrewd buyers, Smith declares.

"My greatest complaint with the public is that the more it reads the less it knows. People don't stop to think or reason out the truth, but will accept anything they hear at par value. This puzzles me, because I always have checked up on statements made to me and my heating work for the Inland Steel Company and the Racine Tire & Rubber Company has given me a penchant for exactness. However, I see why Woolworth has been such a great success. Sometimes I think that a Chinese laundryman who says 'Woof, woof, woof,' when you complain that his price is too high, is the best possible business man. The wily Oriental realizes that you wouldn't understand the cost figures of doing laundry work anyway and so forgets his English and puts you in a position of taking it or leaving it."

Figuring that there is only so much oil burner business to be had on the North Shore, Mr. Smith at no time has let will o' the wisp ideas of high volume push up his sales at the expense of the net profit. The man who wants to get his \$500 oil burner for \$300 is out of luck so far as Smith is concerned. He knows there will be so many burners sold on a profitable basis and he is willing to let the "cats and dogs" go where they may.

The files of the firm constitute the heart of the

business. Each time there is a service call, it is entered on a card and dated. The service calls are made with extreme promptness.

On the North Shore, an area of wealth, only 40% of the finance paper runs a year. Sixty per cent is paid up within 60 to 90 days and this paper is carried by the house. Smith passes the 40% to a finance company which carries it at 7%. He has an arrangement whereby no high pressure collection tactics are used, the finance company agreeing to use only two types of appeal (1) letters asking if it may be of help and (2) letters suggesting refinancing on another plan. Abusive letters from finance companies, Smith says, cause trouble and hard feelings. He does not believe that anything should come into his territory over which he cannot exercise control. He had the same difficulty with the selling end at the start. Factory salesmen originally worked all over the North Shore territory and while they filled orders through him, many of the sales were high pressured. Accordingly, Smith agitated until he got his own sales force and exclusive territory.

Smith has one idiosyncrasy—he pays his bills daily. Liking a clean desk, he comes into his office, checks over the mail each morning and writes checks on all O.K.'d invoices.

"The outlook for the balance of the year is good," he declares. "We were only 15 below quota for 1930 on June 26. We'll make it. We are not going to depend on new buildings. There are plenty of older houses that need oil burners. Everything is O.K. up here—you can say that for me."

### *What Appliances Can Workers Buy?* (Continued from page 59)

in the minority but by no means exceptional. Rent averaged \$394 for the 29 families living in rented houses, \$381 for the 32 families living in flats and \$425 for the 7 families living in apartments. The average for all rentals was \$391.47. Payments by the 32 families living in their own house averaged \$512, including payments on interest and principal, taxes, assessments, repairs and improvements, water and insurance. The rental value of the owned homes averaged \$375.

Fuel and light cost \$103 or 6 per cent of the family budget. Anthracite coal was somewhat of a luxury as it was used by only 18 families. The others used bituminous coal and coke purchased from the Ford company at less than market prices. Eighty families cooked with gas, nine with kerosene, 2 with coal and wood, and one with electricity.

Purchases of furniture and house furnishings averaged \$88 and amounted to 5 per cent of the household budget. Life insurance was carried by 87 of the 100 families. The average amount was \$2,386 at an average annual premium of \$68. Doctor and dentist bills cost these 100 families an average of \$64. Some member of 62 families visited the dentist at least once during the year.

Street car and bus fares added \$37, or 2 per cent to the family budget; school expenses, \$6 or one-half of one per cent; cleaning supplies \$16, one per cent. Haircuts for the children, an occasional marcel for the mother and a shave for the father averaged \$12 for the year, or approximately three-fourths of one per cent of the budget.

Miscellaneous items included in the budgets of these 100 families averaged \$175 and included \$40 on the cost

and \$36 for the upkeep of the automobile owned by 47 of the 100 families; \$19 for tobacco, \$12 for newspapers, a 100 per cent item; \$9 for toilet preparations; \$4 to \$5 for toilet articles, for gifts outside of the family, for movies and for laundry work sent out; \$3.32 for travel other than vacation and \$2.59 for vacations outside of the city.

If modern conveniences are an index of the standard of living, the following inventory of Detroit's 100 is significant. Thirty-six have radios, 80 have sewing machines of which five are electric; 21 have vacuum cleaners; only five have telephones; 13 have pianos; 45 have phonographs; 49 have electric washing machines; 98 have electric irons; 6 have electric toasters and 4 have electric fans.

Fifty-nine families were purchasing furniture, automobiles, stoves and the equipment listed above on the installment plan. Only one family had forfeited its automobile because of failure to keep up the payments.

The value of the study from the standpoint of the appliance business is two-fold. It not only proves that the great market for our merchandise is in the lower-income groups, but that they will forego many luxuries to possess them. When nearly 50 per cent of the families, with incomes of approximately \$1,600, own electric washers, the market that opens up seems limitless. It is all the indication needed to prove that labor-saving devices have an inherent appeal to the thrifty housewife who is forced to watch her pennies.

It is interesting, too, to note that most of the families possess cars. But if Henry Ford's own men can't ride to work then no one can.

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*from*  
HEAD PHONES

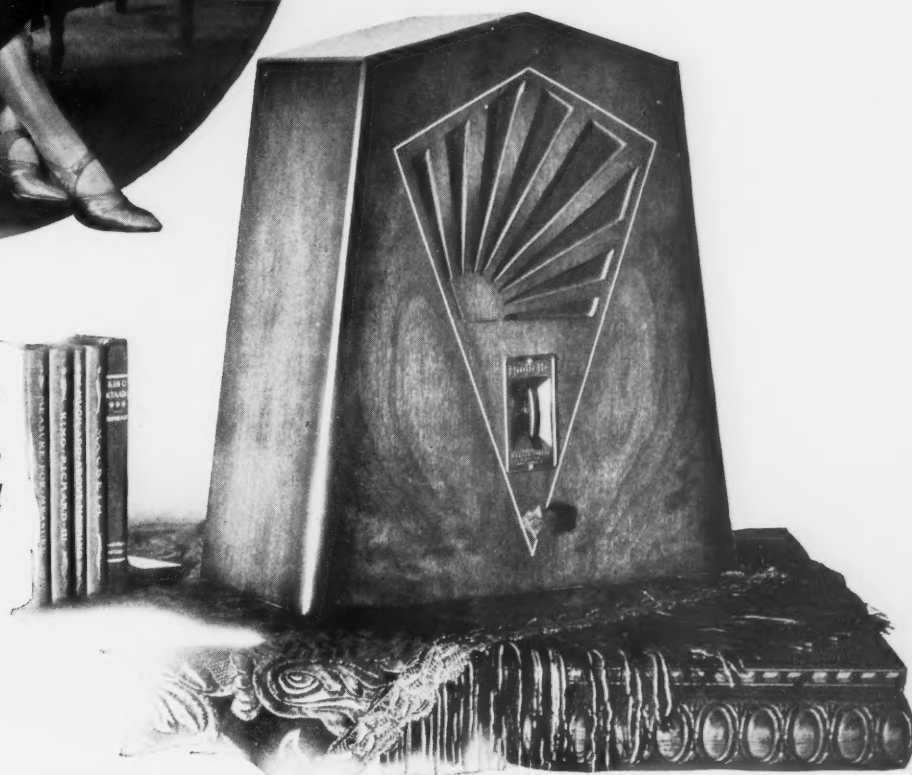


Evolution

*thru cumbersome*  
TABLE SETS

*this year sees the introduction  
of a low priced, compact,  
completely self contained  
electric radio set—*

THE MIDGET



No job of wall-plastering can be any better than the mortar—however skilled the workman. Likewise, no heating device, however artistic its design, can be any better than its *heating-element*. And the heating-element is just as good as the resistance material it's made of. Thus, the resistance alloy is the heart of all heating devices.

Most heating-elements are made of CHROMEL, the original nickel-chromium alloy discovered in 1906. And for almost twenty-five years, Chromel has served virtually as the backbone of the art of electric heating. It thus has created and sustained for you one of your steadiest and most profitable markets. Steady, because people buy and use heating devices the year round. Profitable, because they occupy small space in your store; require no expert to sell them; and the stock does not become obsolete, because there are no yearly models.

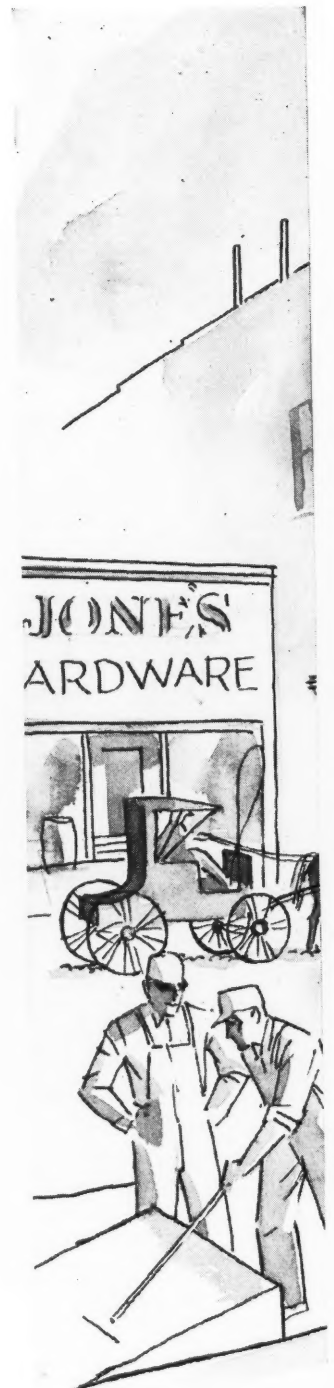
And so, Chromel is a friend of yours. A maker of pleased customers and profits. Use this good friend, by selling more heating devices. And it is well to remember that . . . .

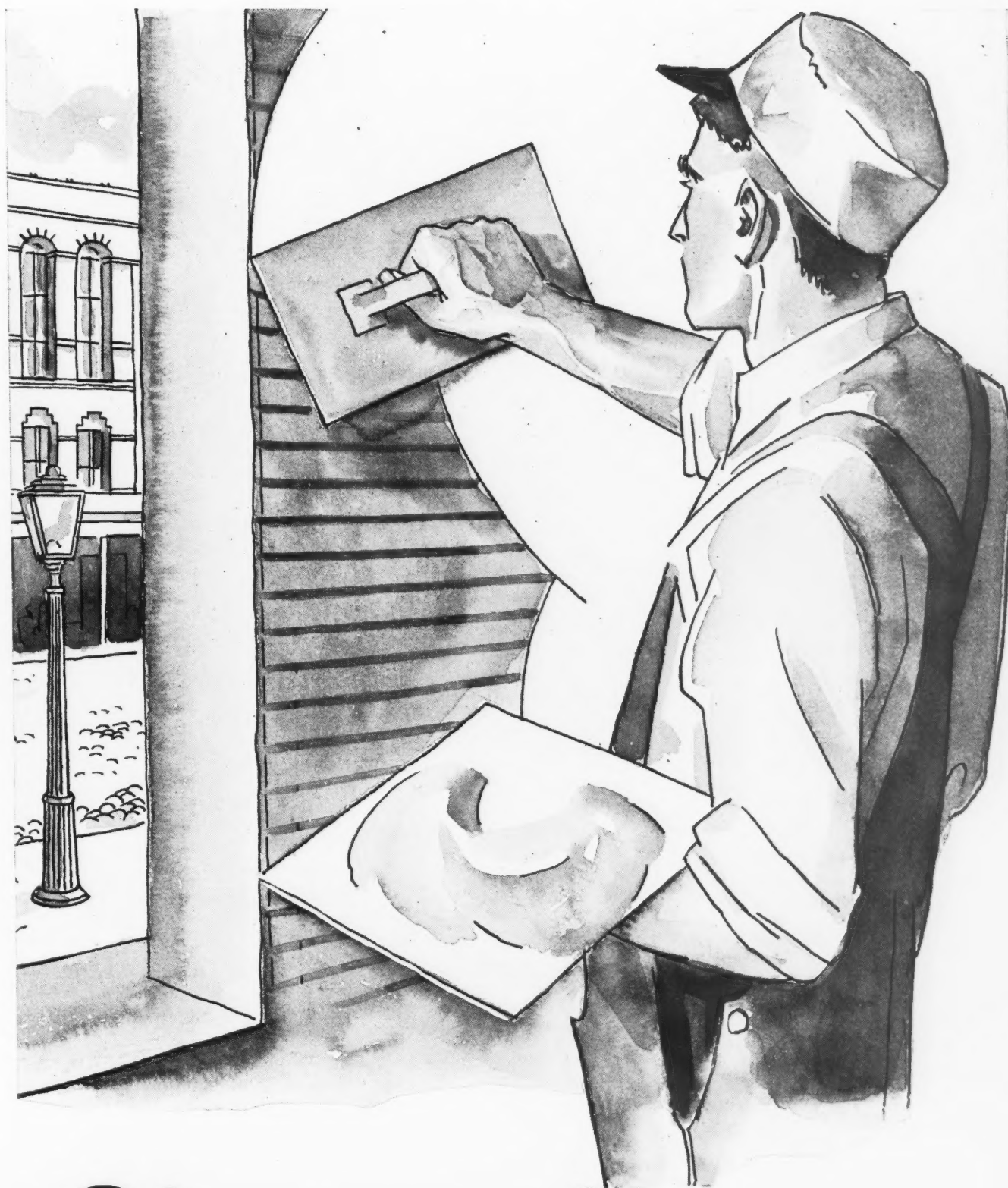
—What good  
mortar is to a  
plaster job . . . .



*Hoskins*  
is to the Electric

HOSKINS MANUFACTURING COMPANY





# *Chromel wire*

**Heating Industry**

**4445 LAWTON AVENUE, DETROIT, MICH.**

**BOSTON, NEW YORK, CLEVELAND, CHICAGO, SAN FRANCISCO**

**IN CANADA**

**HIRAM WALKER & SONS, METAL PRODUCTS LTD.  
WALKERVILLE, CNT.**





William Geiger, manager, merchandise sales, Philadelphia Electric Company and William James, new business manager, Luzerne County Gas & Electric Corporation on board the Philco steamer "Arcadian" bound for Bermuda.



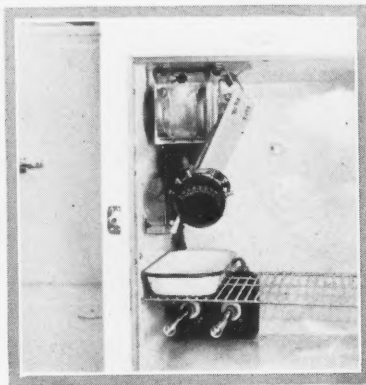
Another one of those Hot Springs foursomes from the Westinghouse Agent-Jobbers meeting. Left to right: L. L. Hirsch, president and general manager, Electrical Supply Company of New Orleans; F. D. Phillips, vice-president, Tafel Electric Company, Louisville, Ky.; R. Delano, division manager, Westinghouse Electric Supply Company, St. Louis, Mo.; and S. W. Cooper, Jr., president, United Electric Company, Wichita, Kansas.

# LOOKIN' AROUND



When a waitress approaches this door it opens swiftly and silently and then closes behind her. One of the latest uses to which the versatile electronic tube has been put. A ray of light passing in front of the door sets the tube to work.

The electrical industry seems to be turning to golf. The three latest converts are all from the Westinghouse Lamp Company. They are: B. H. Sullivan, ass't manager, Large Lamp Sales; W. J. Massey, manager, Middle Atlantic Division; and J. F. O'Brien, manager, advertising and sales.



A refrigerator that heats instead of chills. Designed by Copeland Products, Inc., for the Rockefeller Foundation, it is to be used in Brazil in the study of yellow fever.



One big order that was landed. H. E. Stockwell of the George H. Wahn Company, Boston, got this fine buck on his last expedition.







## Carrying It On (Continued from page 55)

In our larger cities we find that the electric power companies shy at the direct competition with the gas range. Personally, I have never been able to understand this, because where there is a reasonable range rate anywhere from two to three cents or even 3½ cents, the electric range can very satisfactorily compete as to cost of operation, with the gas range, but the power companies seemed to have felt that their particular field was largely in suburban towns and in the country or in cases where there was no gas available. Of course, with the so-called bottled gas now coming into the field, if the power company maintains its position, its field for the selling of electric ranges reduces materially and they have added more gas competition. This particular situation at the present time is of considerable concern to the manufacturers of electric ranges, and should be of the same concern to the power companies. The power companies do not have, for the future, very much opportunity of increasing their loads considering that the lighting business, and their industrial load business is at a point where they cannot develop it much further excepting to take on the normal increases that come each year. They really need a new line of endeavor to build their load, and it seems to me that the electric range is certainly the one item that will accomplish this, but just as you say in your editorial this matter of the cost of installation of an electric range is a serious barrier, and just as you point out, this barrier can be removed without any particular severe cost to the power company, but rather to its advantage.

When a salesman is endeavoring to sell a woman an electric range, he has two jobs to do. First, the selling of the range and then when he has done that, he has to come again to sell her the installation, and usually that is where she balks, and there isn't any one of us who can really blame her. The sale ought to be made as a clean sale, so much for the range complete including installation, in fact, so much for the range ready for service in her kitchen. If that could be accomplished, would say that the electric range and electric cookery will grow by leaps and bounds, and give the power companies an additional load, possibly the most satisfactory load of all the household appliances available.

A. L. LINDEMANN,

Vice-Pres. and Gen. Mgr.,

A. J. Lindemann & Hoverson Co., Milwaukee, Wis.

### Sell a Range of the Proper Size

Editor, *Electrical Merchandising*:

For a long time I have been working on a plan which apparently is beginning to bear fruit. It is more or less similar to the plan used by some of the other central stations, whereby ranges are sold at manufacturers' list prices installed. This will remove the barrier about which you speak in your article.

There is another angle of the range business which I believe is entirely wrong. That is, promoting and featuring the two and three burner range with a small oven, and leading customers to believe it is large enough to take care of any ordinary family. I believe both the manufacturers and the central stations should feature the DeLuxe models with all the conveniences including separate broiler and full-sized oven and warming closet. If a customer cannot afford this particular model, it is much easier to sell him a cheaper one than it is to go up the ladder.

In my own case I have on trial a three-burner range with a fourteen-inch oven. There are only two of us in the family, but occasionally we entertain and then it is very difficult for Mrs. Lincoln to prepare a dinner and keep everything hot as it should be served. There are no facilities with these small ranges for

keeping food warm. The oven as a rule is too hot and low heat on the hot plates will burn. Now I ask you, what is one to do in such a case? My reaction is this: were I not in the electrical business, I should in all probability go back to a gas range.

I have talked with several manufacturers' representatives on this subject and they apparently seem to agree with me. I think it is now up to the Electric Range Committee of the N.E.L.A. to sell this idea to our sales organizations. Gas is a very keen competitor of ours, and unless we give a customer a range that is entirely satisfactory not only in operation but also in convenience, I believe he will soon discard it for something else. We have a wonderful opportunity to sell electric ranges as most people are electrically minded, but if we are to get our share of the customer's dollar we must promote the proper sized range and thus insure complete satisfaction to our customers.

RICHARD LINCOLN,  
Supt., Appliance Dept.,  
The Edison Electric Illuminating Co.,  
Boston, Mass.

### Produces Results for Potomac Edison

Editor, *Electrical Merchandising*:

I noted with a great deal of interest your article in the May issue of *Electrical Merchandising* entitled "Remove the Barrier." In this connection I might state this company since March 1 of this year has been doing just what you are advocating and we find it has been quite an assistance and a boon to the increased sales of electric ranges in our territory.

W. L. HYSSONG,  
General Merchandise Mgr.,  
The Potomac Edison Co.,  
Hagerstown, Md.

### Method of Demonstration Needed

Editor, *Electrical Merchandising*:

I am in hearty accord with the fact that the cost of installation is unfortunately a high wall necessary for us to scale in order to sell ranges. We believe that range installation costs can be materially reduced if the industry as a whole were of a mind to do so.

Leaving out the cost of installation and taking the "installation" by itself is the obstacle which keeps us from demonstrating ranges in a manner similar to refrigerator, radio and other appliance demonstrations which are today successful in the American home. We believe that this fact perhaps is more important than the cost of installation, and we feel that the average American home owner, if he wants an appliance bad enough, will not let a few dollars one way or another stand in his way of purchasing the article he wants.

If some way could be devised to demonstrate ranges in the home so that the housewife could actually see for herself the coolness, cleanliness and economy of electric cooking, we believe that the sales on electric ranges would immediately show a remarkable increase.

We have given this matter serious thought in our company, but up to date have not found a satisfactory solution. I am personally interested in this subject, and will appreciate any findings that may come from this investigation.

G. B. RICHARDSON,  
Manager, Merchandise Sales,  
Texas Power & Light Co.,  
Dallas, Texas.

## The Dead Beat (Continued from page 53)

running up a dozen \$50 accounts before the fact is discovered, and thus incurring a liability of, say, \$600, which his income is not sufficient to cover.

Credit information is sold on a metered basis to Dayton merchants, at 55 cents a report. Seven stores have Telautographs at the bureau for prompter service. Reports do not attempt to express any relative opinion such as "good" or "otherwise" but are confined to facts as collected. The merchant is expected to pass judgment by what he sees before him.

One Dayton store has found a way to deal with impossible credit situations. He calls in customers who would otherwise be "turn downs" and talks to them frankly. "Mr. Davis," the merchant says, "the credit report I

got on you was terrible. I know that you don't deserve such a mark, and I'm going to help you. Here's what I suggest you do. Go ahead and make the down payment on this furniture as you had planned. Keep right on making payment, and when you have paid in 50 per cent (or more) we'll send the stuff right out."

While Dayton, Ohio, is a town of 170,000, the bureau has data on 400,000 names. The organization numbers about 700 members and is used on 75 per cent of the gross business done in the city. Credit information is a natural monopoly like the telephone, Mr. Jones thinks. Complete information, plus a willingness to educate the wayward public out of its childishness, is the best solution that can be foreseen with 1930 eyes, he states.

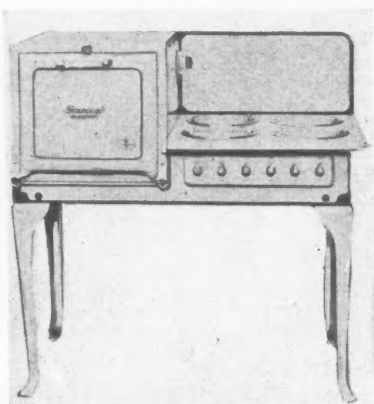
# New MERCHANDISE

*A Review of the New Appliances that have recently appeared on the Market*



**Trimble Automatic Toaster**

A new model of the Trimble two slice automatic toaster is announced by the Trimble Mfg. Co., 1241 Belmont Ave., Chicago, Ill. It toasts two slices, both sides at once. The timing device, which is started by pressing down one lever, is independent and controlled by a knob in the base, which makes it possible to change the timing, if desired, during the toasting operation. Also, the door can be opened to inspect the progress of the toast without turning off the current or stopping the mechanism. When the toast is done the door opens automatically.—*Electrical Merchandising*, August, 1930.



**Standard Chieftain Range**

This new range, announced by the Standard Electric Stove Co., 1718 N. 12th St., Toledo, Ohio, has four 8 in. three-heat hot plates. The oven is equipped with a temperature control, and can be had either aluminum or supermetal lined. The range occupies a floor space 44 in. wide and 24 in. front to back, and is finished in white porcelain or colors. The intended retail price is \$105 in white.—*Electrical Merchandising*, August, 1930.

## New Crosley Radios

Eight new receivers, including a mid-set, a combination and three battery sets, under the Crosley trade-mark, and two models under the Amrad trade-mark, are being offered by the Crosley Radio Corp., Cincinnati, Ohio. The Amrad receivers are now being made at the Crosley factory.

### CROSLEY

The "Buddy" is a midset set, only 15 in. high by 15½ in. wide by 9½ in. deep. It uses three 24's, one 45, and one 80. The hand carved effect in the cabinet is produced by the use of the new Crosley "Repwood." An electromagnetic power speaker is used. The price is \$64.50, complete.

The "Pal" is a lowboy using the same tubes. The front and sides of the cabinet are Repwood, and it stands 25½ in. high, \$69.50.

The "Mate" employs the same chassis and has an artistic front of Repwood. This model stands 30 in. high and retails at \$75.



The "Director" has sides and top of 5-ply walnut veneer, with a front panel of Repwood. It uses three 24's, one 27, two 45's and an 80. The speaker is a Crosley moving coil dynamic power speaker. This model is equipped with automatic volume control, \$107.50.

The "Arbiter" is the combination of the line. The set and speaker are the same as used in the Director model, \$137.50.

The Crosley battery models use three '22 screen-grid tubes, two '12-A or '01-A tubes, and two '12-A power tubes. The table model comes in a metal case with cracked effect, in a brilliant yellow gold color, \$45, less tubes and batteries. A new type power speaker in metal case to match is \$14.

The battery "Crony" is an open face lowboy, 42 in. high, \$84.50.

### AMRAD

The "Rondeau" is equipped with four '24's, one '27, two '45's, and an '80 and an Amrad 249 dynamic power speaker. This model has automatic volume control. The cabinet is 37½ in. high by 25½ in. wide, \$150.

The Amrad "Sondo" is a combination, using the same chassis as the "Rondeau." The rounded corners, sides and front are of a new material known as "Carve-Art." The dimensions are 42½ in. high by 28 in. wide, \$240.—*Electrical Merchandising*, August, 1930.



**New ABC Washers**

The new ABC Spinner, manufactured by Altorfer Bros. Co., Peoria, Ill., washes, blues, rinses, starches and damp dries. It handles two loads at a time, whirling one load damp dry while another load is washing. The retail price of this model is \$165.

Another model, the ABC Playmayd, is of double thick porcelain, inside and out. It has a six-fin polished agitator with a single throw release, and has a capacity of 60 lb. The retail price is \$39.50.

The improved ABC apartment model can be elevated for use and lowered to fit under the kitchen table when not in use. The large soft roll manual dryer also folds down out of the way. The tub is made of two-toned porcelain and the retail price is \$79.50.

A special depressed safety ring around the agitator and the handy single lever agitator control are the outstanding features of the ABC Companion model. The inside of the tub is two-toned stippled porcelain, and it has an improved swinging wringer with a polished aluminum wringer head and an instantaneous safety wringer release. This model is finished in golden brown and green, and its intended retail price is \$135.00.

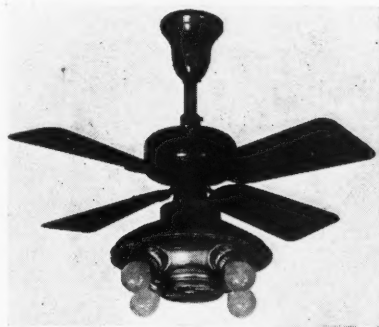
All the above models, with the exception of the Spinner, are equipped with big over-size balloon wringer rolls, and improved sealed-in mechanism. The Companion and Playmayd models can be obtained with gasoline motors.—*Electrical Merchandising*, August, 1930.



*Electrical Merchandising*, August, 1930

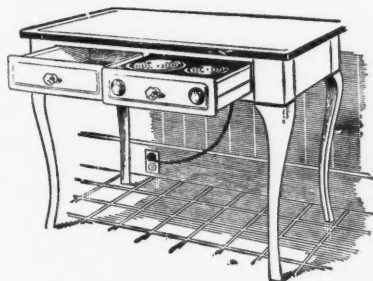


## New Electrical Merchandise



### Ortho-Tone Fan-Radio Lighting Fixture

The Ortho-Tone Co., Inc., 4002 Woodland Ave., Kansas City, Mo., has developed a new system of "radio-in-every room" equipment that employs loud speakers at all outlets. Designed specifically for use in hotels, and apartment-hotels, it is operated from a master receiving set in the central lobby and each room has its individual radio connection and volume control. In addition to several interesting wall-type speakers, The Ortho-Tone Co. have just perfected a triple fixture combining loud-speaker, electric light and electric ceiling fan. The weight of the chandelier eliminates the vibrations and swinging of the fan. The hood of the chandelier serves to radiate the air in all directions, while evenly distributing the music throughout the room, and the music is not audible in adjoining rooms. The fixture is modern in design and comes in various pastel shades to match any color effect.—*Electrical Merchandising*, August, 1930.



### Electric Belle Table Cooker

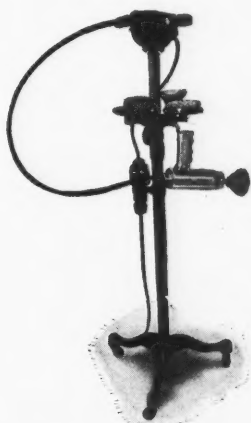
This practical combination table and cooker is of heavy steel construction, 40 in. by 26 in. with one 6 in. and one 4 in. burner compactly fitted into one of the table drawers. An aluminum grill fits over both elements. The stove operates from the lighting circuit and no special wiring or connections are necessary. It can be had in four color combinations—all white, or white with blue, green or grey trimmings. It is manufactured by the Electric Belle Range Co., Huntsville, Ala.—*Electrical Merchandising*, August, 1930.

### Eagle Trouble Lamp

A new rubber-handled trouble lamp has been brought out by the Eagle Electric Manufacturing Company, 59 Hall Street, Brooklyn, N. Y. The handle is shaped to fit the hand. It measures 6 1/2 in. long by 1 1/2 in. diam. The socket locks firmly in the rubber handle by a single twist, bayonet lock. A heavy 3-in. rubber waterproofed cable is attached to the socket with a strain relief disc to prevent wire from pulling out. This cord, with heavy-duty rubber handle cap, is made in 12- and 20-ft. lengths.—*Electrical Merchandising*, August, 1930.

### Eagle Flasher

The Eagle Electric Mfg. Co., Inc., 59-79 Hall St., Brooklyn, N. Y., announces the development of a new slow flasher plug of a capacity up to 600 watts, either a.c. or d.c., flashing from ten to fourteen times per minute and remaining "on" longer than "off." This slow flashing feature and the 600 watt capacity, the manufacturer declares, specially recommend the flasher for use with electric flashing signs; as one flasher, it is pointed out, is enabled to flash practically a whole sign.—*Electrical Merchandising*, August, 1930.



### Hand Massage Vibratone

The model H Hand Massage Vibratone, a recent addition to the line of exercisers manufactured by The Holm Co., Kenosha, Wis., is said to apply the principles of Swedish Massage. It is portable, and can be rolled up to the bed or table, and raised or lowered to the required height. The applicator holder revolves on a column and holds the following attachments: a soft rubber ball, a hard disk, a kneading ball, a soft sponge rubber applicator, and a serrated head applicator. The universal motor is geared down to permit motions from 100 per min. to 1,500 per min., and is controlled by a rheostat which is attached to the column and easily regulated by masseur.

The vibrator itself weighs only 2 1/2 lb. and the machine with all attachments weighs 26 lb. It is recommended for use in hospitals, doctors' offices, clinics, massage parlors, and health clubs. An attachment known as the doctor's unit is also available, which has a heat element attached for use by physicians for internal treatments. The intended retail price is \$97.50, and with the doctor's unit \$122.50.—*Electrical Merchandising*, August, 1930.

### Vollrath Vitalizer for Electric Refrigerators

For use with electric refrigerators not already equipped with container for the preserving and refreshing of green vegetables, the Vollrath Company, Sheboygan, Wis., has developed its "Vitalizer" which is made in five sizes, to meet the requirements of a large or small family and to fit any refrigerator. The construction of the cover of the "Vitalizer" provides proper ventilation for the greens. It is made in white only. Specifications are as follows: No. 124, 12 in. x 7 1/2 x 4 in., \$1.85; No. 105, 10 1/2 in. x 10 1/2 in. x 5 in., \$2.60; No. 145, 14 in. x 8 1/2 x 5 in., \$2.75; No. 164, 16 1/2 in. x 9 1/2 x 4 in., \$2.75; No. 516, 16 1/2 in. x 9 1/2 in. x 5 in., \$3.70.—*Electrical Merchandising*, August, 1930.



### Coleman Announces New Appliance Line

A complete new line of household electrical appliances has just been announced to the trade by the Coleman Lamp & Stove Co., Wichita, Kan. This new line includes coffee makers, toasters, hot plates, irons and waffle irons.

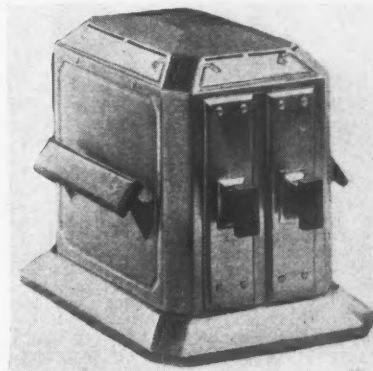
The Ariel percolator, model 63, shown above is of modernistic design with an engraved wing motif on both sides. The body is of copper, chromium plated outside and silver lined inside. It is equipped with a non-spill spout, and a specially designed water pump to throw the heated water over the coffee in just the right quantities. It has a capacity 6 cups, and was made to retail for \$15.



The graceful Aristocrat waffle iron, model 17, is of low built modernistic design, with a hand decorated tile inset on the lid. It is equipped with an indicator to indicate when the grids are hot enough to start baking. Another interesting feature is the expansion hinges which allow the cover to lift as the waffles bake to insure light waffles of even thickness. The retail price of this waffle iron is \$15.

Designed to resemble a treasure chest, the toaster, model 1, is a miniature oven that toasts two slices of bread on both sides at once. There are individual sliding racks for each piece of toast which facilitate the removal of the toast. It was made to retail for \$9.50.

Included in this line are automatic electric irons, hot plates, and other models of percolators and waffle irons. The line will be sold through hardware jobber-dealer distribution.—*Electrical Merchandising*, August, 1930.





## New Electrical Merchandise



### New Atwater Kent Line

Four-point tone control, quick vision dial, dual volume control, and four console cabinets are the salient points of the new Atwater Kent radio sets.

The new set announced August first utilizes seven a.c. tubes and one rectifying tube, namely, three 224's, two 227's, two 245's and one 280. The speaker is a new and improved electrodynamic. The quick vision dial is graduated in kilocycle channels so that each division represents a station. The tone control provides four distinct shadings.

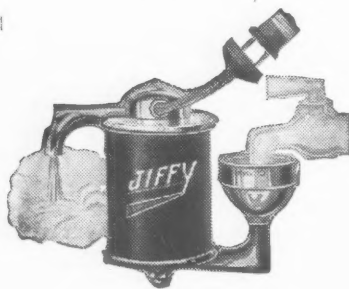
In addition to the standard a.c. set, it is announced, there will be a d.c., a 25-cycle and a battery set available.

Model 74 shown here, is a very low set, finished with matched butt walnut front, back and top, and can be placed anywhere in the room, but is particularly suitable for use at one end of a davenport.

Model 70 is a lowboy, finished in American walnut with matched butt walnut front panels.

Model 76 is a highboy with sliding doors, and is finished in hand-rubbed walnut, with matched butt walnut doors and panels.

Model 75 is a combination of the line, and is very similar in general appearance to Model 70, although it is about an inch higher.—*Electrical Merchandising*, August, 1930.



### Jiffy Instantaneous Water Heater

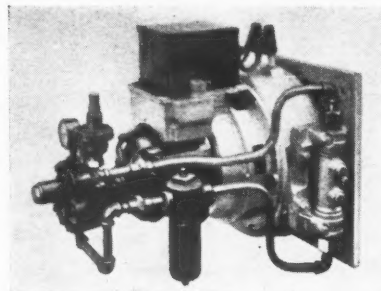
This portable electric water heater is arranged to operate from a lamp socket or other electric outlet on either a.c. or d.c. It draws about eight amperes of current, and the temperature is controlled by the amount of water flow through the heater. The rate of flow, when water is supplied at about boiling temperature, is one quart per minute.

It weighs only 3 lb., and requires no installation other than to adjust it over the faucet and plug the 8 ft. cord into the outlet. Pathfinder Mfg. Co., 200 Hudson St., N. Y. C. The retail price is \$7.50.—*Electrical Merchandising*, August, 1930.

### Merco Oil Burner

The Messer Co., Inc., 629 Central Ave., Newark, N. J., announces what is claimed to be a new principle in rotary oil burners—a rotating nozzle under pressure, designed to permit safe and successful use of electric ignition on cheaper grades of oil. This oil burner is built as a unit, which is mounted on a swivel flange bolted to a housing with six bolts. The housing is permanently attached to the furnace. It is automatic in operation, the thermostat controlling the heat to the desired temperature, and it can be attached to any type heating plant, either steam, vapor, hot water or hot air, by removing the grates, ash pit door, and attaching. All the parts are outside the firebox.

Other features of this oil burner are a safety switch, which prevents operation of burner unless locked in firing position; a large line strainer, easily cleaned; positive ignition by spark on low grade oils; quiet and efficient combustion; an adjustable flame; low fan velocity and a gear pump with quiet and positive, large bearings.—*Electrical Merchandising*, August, 1930.



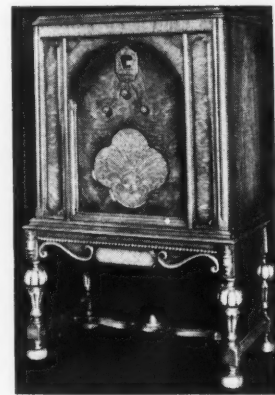
### Velvaton Door Chimes

At last, a device that has been advocated for years by members of the industry and the householder alike, is now being actively marketed. This long-sought device is an electric door chime, to be used in place of doorbells and buzzers in all types of homes and apartments.

This new door signal is a product of the Electric Signal Company, 411 Architects Bldg., Los Angeles, Calif. It comes complete with transformer and ring box and operates from the ordinary doorbell circuit. Chimes are made of hard drawn bell metal tubing and polished and lacquered to the natural brass finish. Standard "Velvaton" door chimes come in 1-, 2-, 3- and 4-chime sets. For special requirements sets of chimes may be made in banks of 1 to 50.—*Electrical Merchandising*, August, 1930.

### C-H Starting Switch for Small Motors

For convenient starting and stopping of small d.c. and Polyphase C motors, Cutler-Hammer, Inc., 123 12th St., Milwaukee, Wis., offers a new bulletin 9103 two pole, push-button operated starting switch with thermal overload relays. It can be used with d.c. motors up to 1/2 hp., 115 volts and 1/2 hp., 230 volts; or with a.c. motors—single, two or three phase up to 2 hp., 110 to 550 volts. The switch is small in size and can be mounted right on the machine. The thermal overload relays allow working the motor to the limit—yet disconnect it as soon as an overload becomes dangerous to the motor. When tripped by an overload, simply pushing the "reset" button resets the relay and starts the motor. The enclosed switch has conduit knockout holes in the top and bottom for easy wiring. Arrangements are provided for sealing the cover if desired.—*Electrical Merchandising*, August, 1930.



### Clarion Radio Receivers

Several models are included in the new line of "Clarion" radio receivers announced by the Transformer Corporation of America, 2301-2319 South Keeler Avenue, Chicago. Model AC-51, AC-53 and AC-55 are designed to operate on 105-125 volt, 50-60 cycle alternating current; Models 25-51, 25-53 and 25-55 are intended for use on 105-125 volt, 25-40 cycles, alternating current. The last two figures of the model number indicate cabinet style, "51" being a low-boy cabinet, "53" a highboy cabinet and "55" a radio-phonograph combination. The chassis used in the 50-60 cycle and the 25-40 cycle receivers are identical, although the 25-40 power pack is of heavier construction than the 60-cycle pack.

In addition to three screen-grid tubes used as r.f. amplifiers, one '27 is used as power detector, one '227 as first a.f. amplifier feeding two '245s in push-pull.

Many interesting features are embodied in the "51" and "53" models—local-distance switch, separate power pack, phonograph jack, automatic line voltage control, special detector plate filter permitting maximum sensitivity at all frequencies, 12-in. dynamic speaker. The intended retail price of Model AC-53 is \$129 less tubes; AC-51, \$109, less tubes.

Model AC-55, radio-phonograph combination is offered complete with standard "Clarion" 8-tube chassis, electromagnetic pick-up and electric turntable. It will be listed under \$200, less tubes.—*Electrical Merchandising*, August, 1930.

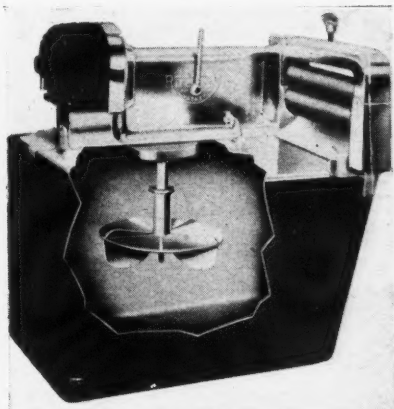


### Improved Instantaneous Water Heater

The Hot Shot Electric Water Heater Corp., 360 N. Michigan Ave., Chicago, Ill., announces two new improvements in their instantaneous water heater—the regulating of the temperature of the water from lukewarm to almost the boiling point, and an automatic control, which instantly shuts off the current when pressure is brought down to 6 lb. The retail price remains \$12.50.—*Electrical Merchandising*, August, 1930.

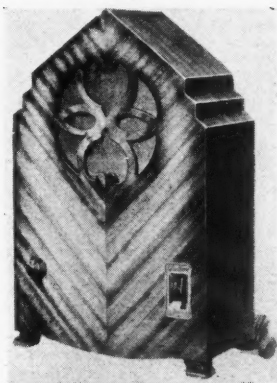
*Electrical Merchandising*, August, 1930

## New Electrical Merchandise



### Rite-Way Washer

A new departure in the construction of electrical washing machines is to be found in the washer recently announced by the Rite-Way Washing Machine Co., 638 Fourth St., San Francisco, Calif. It consists of a cast aluminum lid which fits over any laundry tub, to which is attached a duplex gyrator which works back and forth in the tub while spinning around, a detachable wringer and a motor with fully enclosed driving mechanism on top of the lid. An automatic switch turns off the machine upon overload. In the Rite-Way washer, the clothes can be washed in a regular laundry tub and by simply pulling out the drain plug, are ready for rinsing without further handling. Another interesting feature is that the washer, when not in use, can be dissembled and stored out of the way.—*Electrical Merchandising*, August, 1930.



### Gloritone Midget Radio

This portable miniature radio, of the mantel type, is the latest addition of the United States Radio Television Corp., 3301 S. Adams St., Marion, Ind. It is equipped with a screen grid receiver, an electro dynamic speaker, and uses five tubes, namely: two 224, one 227, one 245 and one 280.

The cabinet is of American walnut, neat and modern in design, with a golden tint grille cloth over the speaker opening. The intended retail price is \$59.50 complete.—*Electrical Merchandising*, August, 1930.

### Ampex Cord Sets

Ampex, Inc., 195 Morgan Ave., Brooklyn, N. Y., announces three new cord sets and a universal-fit flat iron element.

Model 162 is a bakelite heater plug with six feet of silk cord and a bakelite handle cap. Model 175 is a toggle switch plug and six feet of flexible cord. Model 262 is a high heat bakelite heater plug. And, model 420, the iron element, can be used as a replacement element in repairing 6 lb. irons.—*Electrical Merchandising*, August, 1930.

### Nursery Lamps

A table, bridge and a junior floor lamp for the child's room are offered by the Ira A. Jones Company, 308 West Randolph Street, Chicago. The lamps are heavily weighted at the base so that they cannot be easily tipped over.

Both the bridge and junior lamps have adjustable shade devices. The bases are enameled in ivory and attractively decorated in bright colors such as green, pink or blue. Little animal figures on the base are reproduced in the shades. The intended retail prices of the lamps and shades are \$5 for the table lamp, \$12 for the bridge lamp and \$13.75 for the floor lamp.—*Electrical Merchandising*, August, 1930.



### Arrow Receptacles

A new line of porcelain lighting outlets for 4-in. boxes has been announced by the Arrow-Hart & Hegeman Electric Company, Hartford, Conn. These receptacles are of the two-piece type with shadeholder or plain ring, in the popular combinations of 7-in. chain, chain and cord or chain and insulator.—*Electrical Merchandising*, August, 1930.

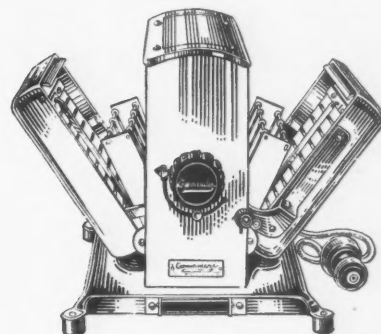
### Eskimo Twin Mixer

The Eskimo Twin Mixer, with its two attachments—one for mixing drinks and another for beating and whipping,—can be put to many different uses, such as beating eggs, mayonnaise, whipping cream and mixing light batters. Other accessories included with the mixer are a 1 qt. graded glass mixing bowl, an aluminum cup for mixing drinks, an adjustable stand, and 7 ft. of cord with a toggle switch. It is finished in lettuce green and white enamel with nicked trimmings and the retail price is \$11.75. It is manufactured by United Electrical Mfg. Co., Adrian, Mich.—*Electrical Merchandising*, August, 1930.



### Aluminum Double Faced Outdoor Clock

The Equitable Sales Company Gas & Electric shops, Pittsburgh, Pa., has recently developed for outdoor installations a double faced clock which requires practically no maintenance. The operation of the clock is automatically controlled by means of two Telechron Synchronous motors. The dials are white vitrolite with arabic numerals. Vitrolite inserts, placed in the metal case, may be used for advertising purposes. The case of the clock and the spear head, from which the clock is suspended, are cast in aluminum. Just as the automatic mechanism of the clock never needs winding, oiling, regulating or cleaning, the aluminum case requires no paint to protect it from atmospheric corrosion.—*Electrical Merchandising*, August, 1930.



### Commander Toaster

This toaster, manufactured by The Mattatuck Mfg. Co., Waterbury, Conn., is automatic and will toast two slices on both sides at one time. After inserting the toast, one turn of the knob closes the toaster and at the same time starts the timer, which opens the toaster when the toast is finished. The timer can be regulated for medium or well done toast. It is compact and modern in design, and is finished in nickel or chromium plate.—*Electrical Merchandising*, August, 1930.

### The Oxford Chromatrope

A new full range speaker is incorporated in the "Chromatrope" made by the Oxford Radio Corp., 2035 W. Pershing Place, Chicago, Ill. This new instrument is made available to the public in the form of a complete radio set and also of a radio-phonograph combination.

Two electro-dynamic speakers, actuated by a radio amplifier of peculiar characteristics are used, all being housed in specially constructed baffle chambers. Model 150 is \$260.

Model 151, without pick-up and turntable, but with pick-up jacks, is \$200.—*Electrical Merchandising*, August, 1930.



## New Electrical Merchandise



### Three Heat Plug Contact

The Harold E. Trent Co., 439 N. 12th St., Philadelphia, Pa., has developed a three-heat plug contact combination, using the standard electric iron plug and a set of four contact posts. By the use of one specially designed post, they have been able to simplify this apparatus. It can be used up to 1,000 watts, they claim. The base is molded porcelain, long enough to be attached to a receptacle.—*Electrical Merchandising*, August, 1930.

### Frigidaire Ice Tray

The latest refrigerator improvement of Frigidaire Corp., Dayton, Ohio, is a new ice cube tray, known as the Quickube tray, which makes it possible to obtain a few cubes from the refrigerator without removing the tray from the freezing compartment and without dislodging all cubes, it is explained.

This new device is of semi-rigid material which does not stick in the freezing compartment and slides readily. It contains a steel rod which forms handle and frame, making it durable and easy to handle. Split grids provide for the self-leveling of water upon filling, and the tray has rounded corners to make it easy to clean.—*Electrical Merchandising*, August, 1930.



### Breuer Cleaner

Designed especially for heavy duty work in cleaning machinery, motors, overhead pipes, girders, walls, floors, office rugs as well as many other industrial applications is a new heavy duty vacuum cleaner of the portable tank type. It is made by the Breuer Electric Manufacturing Company, 852 Blackhawk St., Chicago, Ill.

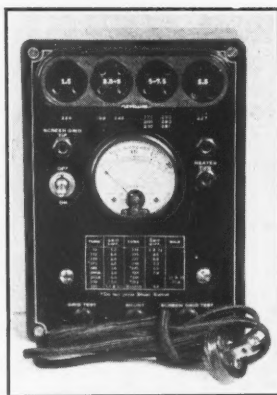
This new cleaner, Model 70, "Tornado," employs an oversize 2 1/2 hp. G. E. universal motor, mounted on Norma Precision Ball Bearings. The motor is mounted on a cast aluminum cover, which fits over a steel tank finished in aluminum. A complete set of attachments is furnished to take care of any cleaning requirement.—*Electrical Merchandising*, August, 1930.

### Van Horne-Flewelling Tube Checker

The increasing necessity for accurate tube checking on the part of jobbers, dealers and service organizations has brought about the development, by the Van Horne Tube Company, Franklin, Ohio, of a new Van Horne-Flewelling tube checker. This new checking device is an improvement upon a new circuit for tube checking developed by E. T. Flewelling, formerly president and chief engineer of the Radio Products Company, who is now associated with the Van Horne Company.

This new checker is a greatly simplified device, testing any type of tube without the use of adapters. It checks both plates of 280 tubes; the pentode, or double screen-grid tube, and 866 mercury rectifier; all sockets and the table of normal tube ratings list all tubes in numerical order. There are no live contacts exposed and tubes that are short-circuited in any way are indicated without possible injury to the checker.

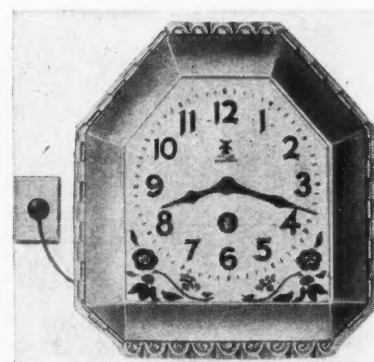
Each instrument is equipped with a screen-grid lead, heater leads for Kellogg tubes, on and off switch and comes completely equipped for fastening to counter or wall. All contacts are cadmium plated. Panels are of bakelite equipped with either Jewell or Weston meters. The checker may be used on 60 cycle, 110-115 volt A.C. circuits.—*Electrical Merchandising*, August, 1930.



### Wiremold Window Lighting Outfit

The Wiremold Co., Hartford, Conn., has recently placed on the market a neat, inexpensive, easily installed show window lighting outfit, for wiring both large and small show windows.

The new outfit is installed and assembled in the regular way, from Wiremold. The outfit is designed to accommodate all standard make reflectors—such as Holophane, X-Ray, Permaflexor, Nevins and others.—*Electrical Merchandising*, August, 1930.



### Electric Clocks

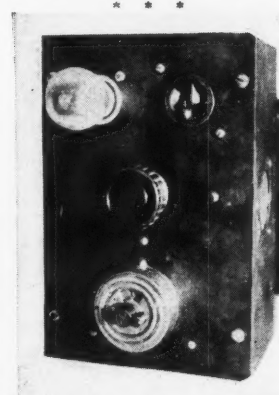
Irving Miller & Co., 1150 Broadway, New York City, announces a new line of electric kitchen clocks of advanced patterns and shapes possible only in porcelain. These clocks are equipped with low speed synchronous motors which require no winding. They operate on 60 cycle, 100-130 volts, A.C.

They are supplied in green, blue or yellow to match modern kitchen color schemes, with contrasting floral ornaments, and retail from \$9.50 to \$11.—*Electrical Merchandising*, August, 1930.

### Re-Cirk-It Circuit Breaker

For motor and light protection, replacing both switches and fuses, the Heinemann Electric Company, Trenton, N. J., has developed its "Re-Cirk-It" device, which is a combination magnetic breaker with a thermostatically controlled inverse time limit.

Mounted on a cold mold base, with a bakelite cover, this device may be attached to the equipment that it is to protect, or may be mounted in some convenient point with an extension cord run to it and to the equipment. It is available in capacities from 4 amp. to 15 amp. and corresponding hp. ratings. Approved by Underwriters Laboratories.—*Electrical Merchandising*, August, 1930.



### Electric Soldering Irons

To provide economical control for the electric soldering iron, a simple device has been developed by the Clarostat Mfg. Company, Brooklyn, N. Y.

This new control device is in the form of a metal box with front panel carrying a pilot light, a receptacle to take the soldering iron, a knob controlling soldering iron temperature, and a three position snap switch.

The snap switch is turned to the first position applying full line voltage on the soldering iron, thereby obtaining prompt heat. Once the iron is hot, the switch is snapped to the second position, and the heat control knob regulated, obtaining the desired operating heat. The third position turns off the current. The pilot light indicates when the iron is on or off the line.—*Electrical Merchandising*, August, 1930.

*Electrical Merchandising*, August, 1930

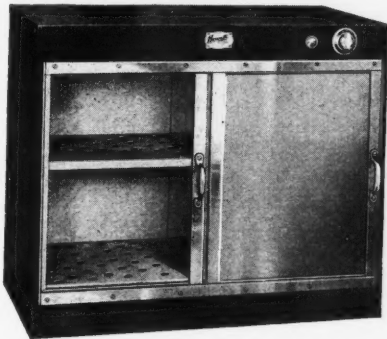


## New Electrical Merchandise

### Hewitt Plate Warmer

In the new hot closets and plate warmers brought out by the Hewitt Electric & Manufacturing Company, 1169 Massachusetts Avenue, Arlington, Mass., the finest china can be warmed without danger of cracking, the manufacturer declares, and food can be kept at a serving temperature without being dried out.

These closets are double walled with asbestos insulation, with sliding doors of bright polished, stainless steel. All closets have three heats, with flush switch and pilot light. Two sizes are carried in stock, the one illustrated being 32 in. wide, 17 in. deep and 26 in. high. Special sizes and finishes can be obtained quickly on order.—*Electrical Merchandising*, August, 1930.



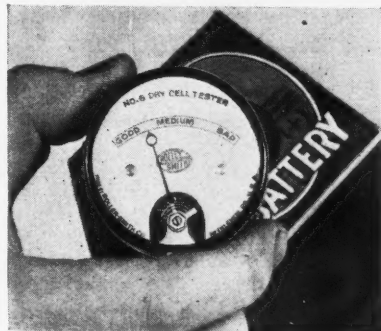
### Arrow Warning Light and Receptacle

In the new "Arrow" No. 7711 combination warning light and receptacle, the "Bull's Eye" is flush with receptacle, thus preventing lamp breakage and rendering insertion of attachment plug easy. The warning signal shows while the current is on. The plate may be had in brass or in molded "Arrotex" with ribbed surface and art border.—*Electrical Merchandising*, August, 1930.

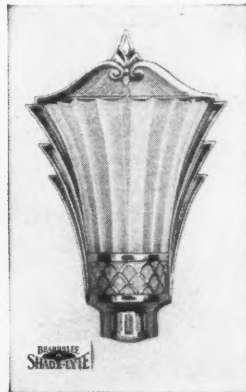
### Roller-Smith Dry Cell Tester

By the use of the new Type BME No. 6 dry cell tester of the Roller-Smith Company, 233 Broadway, New York City, the condition of dry cells can be ascertained quickly. This tester does not show voltage or the current in amperes flowing when applied to a cell, but gives, instead, a reading which shows the relative condition of the cell.

This new tester is designed to make possible the rapid testing of cells without the need of any special knowledge on the part of the user. It is built without polarity so that no time need be lost in reversing connections. The terminals are spaced to fit directly over the terminals of a No. 6 standard cell. The intended list price of the tester is \$4.—*Electrical Merchandising*, August, 1930.



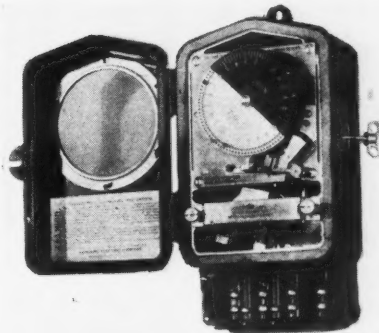
*Electrical Merchandising*, August, 1930



### Bathroom Lighting Fixtures

In keeping with other lovely and luxurious bathroom appointments, are the new bathroom lighting fixtures that are now to be found on the market. Unusually appealing to those searching for something different in bathroom lighting are the "Shade-Lyte" units offered by the Beardslee Chandelier Manufacturing Company, 216 South Jefferson Street, Chicago.

Illustrated is one of the wall lights. In the line are twenty combinations of designs and colors. The units are decorated in ivory, pale jade green, black or orchid pink against a background of chromium and white glass in modern design. The intended price of the ceiling unit, No. 55C, is \$13 as is also the side light pictured, No. 052.—*Electrical Merchandising*, August, 1930.



### Sangamo Electrically Wound Time-Switch

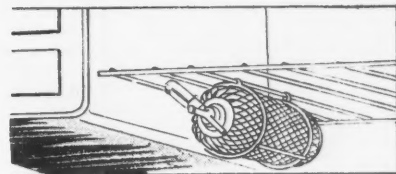
In the new Sangamo time-switch of the Sangamo Electric Co., Springfield, Ill., the reserve power in the main spring is sufficient to operate the time and switching mechanism through current interruptions up to 18 or 20 hrs. if only two switching operations are required. The main spring is kept wound to a constant tension by a small noiseless motor. The escapement, it is explained, is of the type used in high grade watches — 7 jeweled with an Elinvar hairspring and monometallic balance. Protection from dust is provided by a close fitting cap, and a micrometer regulator permits extremely close adjustment.

A 24-hr. dial is supplied, in the outer edge of which are two rows of small holes, 96 holes in each row, representing 15 minute intervals. Pins inserted in these holes, project through the dial and function to trip levers that release the mechanism and tilt the mercury tube. The switch may be employed for opening and closing a circuit once every 24 hours or as often as every 15 min. during a 24 hour period.—*Electrical Merchandising*, August, 1930.

### Sparklet Suspension Ring

To give added convenience to the "Sparklet Syphon," described as the "Miniature Home Soda Fountain," its manufacturer, Sparklets, Inc., 19-25 West 44th Street, New York City, announces a new suspension ring or holder thereby providing for permanent accommodation of the "Syphon" in the refrigerator.

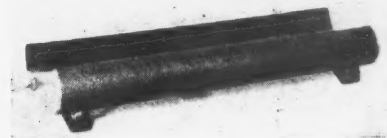
The suspension ring is made for attachment to the refrigerator shelf and by clinching the two hooks with which the ring is provided, the holder is made a permanent part of the shelf. This ring is applicable to any type of ice or iceless refrigerator.—*Electrical Merchandising*, August, 1930.



### Noe Piano Light

Designed to correctly project the light beam upon the sheet of music without in any way producing glare to the musician or audience is a new "Music-Lite" piano light brought out by William R. Noe & Sons, 43-47 East 10th Street, New York City. The light illuminates from the bottom and scientifically distributes a soft, even light over the music.

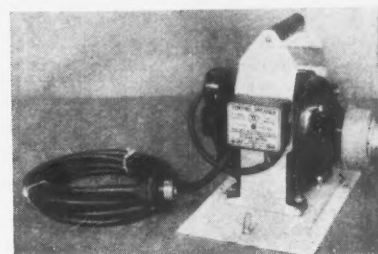
The "Music-Lite" is instantly attached to the rack by two padded clips. Because of its design, quick turning of the page and adequate resting place for the music are provided. The retail price is \$15.—*Electrical Merchandising*, August, 1930.



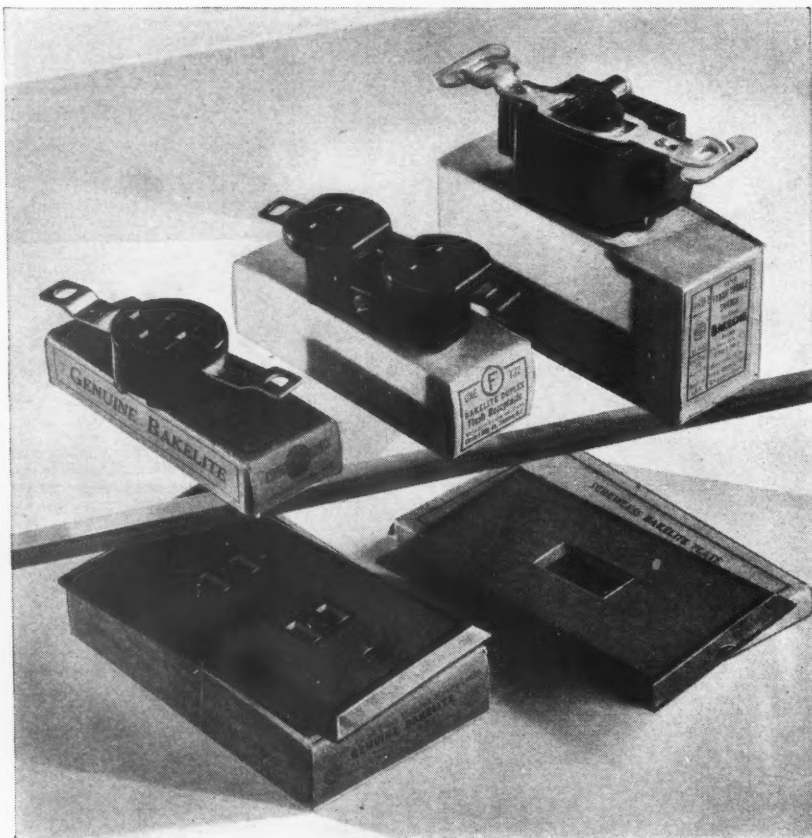
### Westinghouse Portable Farm Motor

The Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pa., is announcing a new fractional horsepower portable motor. This portable unit consists of a kit of parts and a standard Westinghouse motor.

With this new unit, one motor can be employed to do the work of several jobs. The kit includes a motor base, as many fixed bases as are required, handle supports, pulley, Westinghouse Sentinel Breaker for starting and motor protection and 15-ft. flexible cord. The motor operates on 110 or 220 volts, A.C. or 32, 115 or 230 volts, D.C. and may be obtained in sizes of either  $\frac{1}{4}$  or  $\frac{1}{2}$  hp.—*Electrical Merchandising*, August, 1930.



(Additional New Merchandising on page 87)



## COMPACT, PRACTICAL MODERN WIRING DEVICES IDENTIFIED BY TRADE-MARK "BAKELITE"

A new era in wiring device design began with the adoption of Bakelite Molded. Cumbersome old style devices were replaced by trim, compact ones, one-half or one-third the former size. Appearance and finish were greatly improved, and durability increased. These better modern wiring devices are identified by the trade-mark "Bakelite".

Bakelite Molded is an ideal insulation material for wiring devices. Its insulation value is high, and physical strength is exceptional. Neither of these properties

is impaired by age or use. The lustrous finish is permanent, and the material does not stain, discolor or corrode. The color is lasting.

Wiring devices bearing the trade-mark "Bakelite" include switches, outlets, cover plates, attachment plugs, current taps, and special devices of many kinds. All of the leading wiring device manufacturers use Bakelite Molded, and we would be glad to send you their names and a list of the Bakelite Molded devices which they produce.

BAKELITE CORPORATION, 247 Park Avenue, New York. CHICAGO OFFICE, 635 West Twenty-second Street  
BAKELITE CORPORATION OF CANADA, LIMITED, 163 Dufferin Street, Toronto, Ontario

# BAKELITE

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The "B" is the numerical sign for infinity, or unlimited quantity. It symbolizes the infinite number of present and future uses of Bakelite Corporation's products."

## THE MATERIAL OF A THOUSAND USES



# The Firing Line News.

New York

"For the Man at the Sales Front"

August, 1930

## Electragists to Gather at Milwaukee

30th Convention To Be Held  
August 18-20

NEW YORK, N. Y.—The 30th Annual Convention of the Association of Electragists International is scheduled to be held in Milwaukee at the Hotel Schroeder, August 18-20, according to Laurence W. Davis, general manager.

An interesting program has been arranged including addresses by L. E. Mayer, president; H. F. Andrae, general chairman, convention committee; L. K. Comstock, chairman, Trade Practice Conference; F. W. Swanson, president and commissioner, National Plumbing & Heating Institute; Clarence L. Collens, president, National Electrical Manufacturers Association; W. A. Jones, president, National Electric Light Association.

Other speakers will include Howard Ehrlich, president, Electrical Trade Publishing Company; George McCorkle, assistant director, Trade Practice Division, Federal Trade Commission; E. A. Stienbuehler, Brooklyn Edison Company; Louis Kalischer, New York Electrical Association; O. Fred Rost, director, Survey of Distribution, McGraw-Hill Publishing Company; and Earl N. Peak, vice-president, A.E.I.

## Combier with Electrochef

DETROIT, MICH.—Electromaster, Inc., manufacturers of electric ranges, announce the appointment of Frederick P. Combier of New York as vice-president.

For the past fifteen years Mr. Combier has had broad executive experience in charge of sales, manufacturing, merchandising and advertising. His most recent connection was as "assistant to the president" of divisions of Servel, Inc., Hercules truck bodies, and Hercules gasoline engines.

## Standard Gas & Electric Earnings Up

John J. O'Brien, president, Standard Gas & Electric Company, announces that combined net earnings of all the company's subsidiary and affiliated public utility companies for the twelve months ended May 31, 1930, showed an increase of \$3,086,516 or 4.31 per cent, as compared with the previous twelve months. Gross earnings increased \$4,691,136 or 3.12 per cent.

## Berresford Honored by Engineering Group

NEW YORK, N. Y.—Arthur W. Berresford, managing director, National Electrical Manufacturers Association, was presented recently with the first prize of the Phebe Hobson Fowler Professional Award of the American Society of Civil Engineers, as a recognition of his excellent work as president of the American Engineering Council during the past two years.

The prize, a gold medallion and certificate, was presented by J. F. Coleman, president of the society, during its annual convention in Cleveland, Ohio.

## Ohio Utility Sells 1,566 "Perks" in 30-Day Drive

Employee Tie-in Puts Them 49 Per Cent Over Quota

COLUMBUS, O.—The Southern Ohio Electric Company, with headquarters in Columbus, recently completed a 30-day percolator sales campaign which resulted in the sale of 1,566 percolators. The company surpassed its quota by 49 per cent and succeeded in selling nine per cent of the domestic customers in the single sales effort.

C. G. Neff, sales supervisor, credits the thoroughness with which the employees of the company were included in the offensive with the success of the campaign. An all-inclusive folder described every detail of the offensive and succeeded in interesting 222 employees in the activity. These employees sold an average of 8 percolators each.

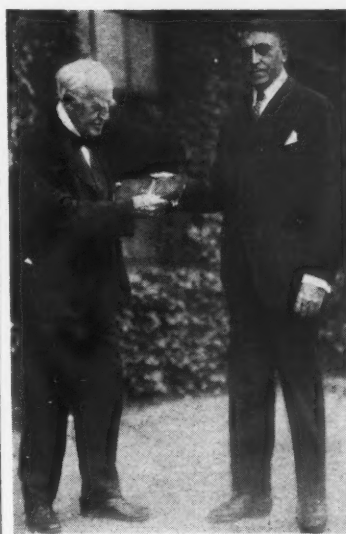
The folder announced the quota as 1,050 percolators, which were to be of Westinghouse make, reasonably priced and efficient. The value of the sales to the company was explained and the advantages of the percolator were thoroughly detailed in the folder.

Window displays used during the activity stressed the slogan, "Ask Any Employee." There were two folders, one "Grounds for Argument" for both employees and customers, and the other to explain the selling points of the percolator to the employees. Newspaper copy was also used to bring the details of the sale before the public.

The entire organization made 149 per cent of its quota and one district, that of Jackson, scored 396 per cent.

## Georgia Power Sells \$1,039,975 in Refrigeration in 52 Days

### More Honors



A small group called on Thomas A. Edison the other day and presented him with the John Scott Medal and Premium of \$1,000 awarded to "ingenious men and women who make useful inventions." Owen J. Roberts, Associate Justice of the U. S. Supreme Court, made the presentation.

## General Electric Sales \$3,000,000 Over '29

### Net Profit Shows Slight Decrease

General Electric Company sales billed for the first six months of 1930, announced by President Gerard Swope, amounted to \$197,229,346.82 compared with 194,353,307.99 for the corresponding period last year. Profit available for dividends on common stock for the first six months of 1930 was \$29,273,276.14 compared with \$30,740,768.02 for the same six months last year, or equivalent to \$1.01 per share on outstanding common stock this year and \$1.07 per share for the first of 1929.

As a result of the transfer of radio receiving set and tube business, outlined in the 1929 annual report, orders received, sales billed and net income from sales in 1930 will not include radio sets or tubes, but income received will be included in "Other income."

## 3,283 Units Sold—122.4 Per Cent of Quota

ATLANTA, GA.—Selling a million dollars' worth of electric refrigerators within fifty-two days, the Georgia Power Company has just concluded another outstanding merchandising campaign. In so doing, the company duplicated its sales drive of last year and, in two major and one minor refrigerator sales campaigns it has sold approximately \$2,500,000 worth of electric refrigerators, during the last year and a half.

This year's drive, which started May 5 and ended July 3, resulted in sales of \$1,039,975. During a similar activity in 1929, sales totaled \$1,048,039, while in between, during a month's campaign, \$361,603 worth of refrigerators were sold.

General Electric domestic models were sold, along with General Electric and Kelvinator commercial equipment. The company management extended special campaign terms of \$10 down and thirty months to pay. While \$10 down and twenty-four months for the balance was offered on commercial models, in practically all cases at least ten per cent was paid down.

Merchandising officials of the Georgia Power Company mapped out a detailed program for the sales drive and its effectiveness is evidenced by the results. First, the sales force was thoroughly schooled in the product and the sales story. This was done in several ways—by a complete, concise and interestingly-written prospectus, which explained quotas, terms, prices and descriptions of the products, as well as advertising, direct mail, outdoor and store displays. Then the G.E. photo-phone depicting the unusual tests to which the refrigerator was put, was shown at all sales meetings, held before the opening of the drive.

A sales contest, known as the "Bandwagon Trail Contest," was arranged with the trail leading from Atlanta through practically every company retail store and then back to Atlanta. Old Man Quota followed the bandwagon throughout the contest.

To leading salesmen in various classifications, cash prizes were offered, while to those merchandise sales supervisors, division commercial managers and district man-



agers who met certain qualifications, a free trip to Detroit, Toronto, Montreal, Boston, New York and Jacksonville was provided.

A total of 3,283 refrigerators were added to the lines in May and June of this year, bringing the total number of units added in the last year and a half to 6,736. Multiplying this figure by 800 kw.-hr. (average annual consumption of an electric refrigerator in the state), the company's electrical energy sales have been increased by 5,388,800 kilowatt-hours annually.

## Nichols with G-M Radio

### Newill Goes to Frigidaire

DAYTON, O.—R. J. Emmert, president and general manager of General Motors Radio Corp., Dayton, O., announces the appointment of Harry J. Nichols as chief engineer.

Mr. Nichols succeeds E. B. Newill, who goes to the Frigidaire division of General Motors as vice-president in charge of engineering.

Coming from the Westinghouse Electric & Manufacturing Company, where he was in charge of the radio engineering department at Chicopee Falls, Mass., Mr. Nichols has had long experience in the radio and engineering field, particularly in the development of radio broadcasting equipment.

## Bush and O'Brien Named for Arbitration Group

Announcement of the appointment of A. Lincoln Bush, president of the Associated Electrical Contractors of New York, and Stephen J. O'Brien, of S. J. O'Brien, Inc., to serve on the National Panel of Arbitrators of the American Arbitration Association has just been announced by Lucius R. Eastman, president of the association.

In accepting membership on the National Panel, Mr. Bush announced that in accordance with an article in the Constitution of the Associated Electrical Contractors of New York, the members of that organization have agreed that in event of any dispute between a member and the association it shall be determined by arbitration instead of by recourse to the courts, in accordance with the Arbitration Law of New York State.

## Copeland 43 Per Cent Ahead of '29

Copeland Products, Inc., manufacturers of electric refrigeration, report net sales for the six months ending June 30, 1930 43 per cent above the first six months of 1929.

Unit shipments for the same period are 35 per cent ahead of the same period last year, and unfilled orders as of June 30th are 94 per cent above unfilled orders as of June 30, 1929.

## One Minute, Please



One of our latestest younger executives. After several years' work in the sales field, Carlton K. Bergman has been recently appointed assistant general manager of the One Minute Manufacturing Company, Newton, Iowa.

## New Boston Manger Hotel Has Electric Clock in Every Room

### New Market Seen for Device

A unique feature of the newest hotel of the Manger chain, the 16-story North Station Hotel in Boston, is the installation of an electric wall clock in every one of the 491 guest rooms. In addition, the corridors, lobby and other rooms and offices in the building are equipped with the modern timekeepers, all of which are operated from a single source of power.

The clocks, which were manufactured and installed by the Warren Telechron Company, of Ashland, Mass., are connected in multiple to a common point in a basement switchboard room. There is an automatic device which, whenever there is an interruption, switches the clock system to direct current. Standby equipment converts the D.C. power to A.C.

## Hotpoint to Expand in California

CHICAGO, ILL.—The Edison General Electric Appliance Company of Chicago, Illinois, is planning an expansion program for its Ontario, California plant which will mean an expenditure of more than one million dollars for 1931, according to an announcement made by George A. Hughes, president of the company.

More than 250,000 electric ranges of all makes will be sold in the United States next year according to Mr. Hughes.

## Philly Prepares for Third Electric and Radio Show

To be Held Sept. 29-Oct. 4

PHILADELPHIA, PA.—The Third Annual Electric and Radio Show, held under the auspices of the Electrical Association of Philadelphia and the Radio Distributors Board of Trade, will be held during the week of September 29 to October 4 this year, according to an announcement by George R. Conover, managing director. It will be held at the Benjamin Franklin Hotel.

## Fiske Forms New Electric Company

Edward R. Fiske, who, during the past eleven years, has been identified with the radio and electrical industry has formed a merchandising corporation for the selling of radio and electrical supplies. The territory which the new organization, known as the Fiske Factors, Inc., includes is the Metropolitan area and New Jersey, north of and including Trenton.

Mr. Fiske recently resigned from the post of general sales manager of the Gold Seal Electric Company of New York. Previously to this he was assistant sales manager of the Ceco Manufacturing Company of Providence, R. I., and had four active years as executive sales demonstrator.

## National Union Names Hutchins Sales Manager

NEW YORK, N. Y.—E. A. Tracey, vice-president of National Union Radio Corporation, the merger of five independent tube plants in which R.C.A. has a financial interest, announced today the appointment of Henry A. Hutchins, Jr., merchandising expert, as sales manager. Mr. Hutchins has a conspicuous record in large volume sales of radio tubes.

## Schweitzer & Conrad Merges with Cutler-Hammer

Worden Takes Over Presidency

MILWAUKEE, WIS.—An announcement is made by Cutler-Hammer, Inc., Milwaukee, Wis., that on July 1, they acquired all common stock of Schweitzer & Conrad, Inc., Chicago manufacturer of high voltage equipment.

Schweitzer & Conrad will continue to operate as an independent manufacturing and selling unit. No changes in organization or personnel will be made except Beverly L. Worden, president of Cutler-Hammer, has also been elected president of Schweitzer & Conrad.

## The Industrial World Flocks to Leipzig

Trade Fair August 31-September 5

America is making an energetic bid for world trade this year by sending thousands of exhibitors and buyers to the Leipzig Trade Fair. Following the disturbance in home markets, the great international trading center at Leipzig is being utilized to create new outlets for many products, and to facilitate foreign buying. The historic fair, comprising 8,500 exhibits from twenty-four countries, and attended by buyers from seventy-two countries, will be held from August 31 to September 5.

Germany buys today more commodities from the United States than from any other country, or, over fifty per cent of its imports, valued at \$500,000,000. The exportations of America to Germany at present exceed \$200,000,000. The Leipzig Fair, as the greatest market place in the world, is invaluable in developing the enormous and diversified trade between the two countries. The United States sent more than 3,000 buyers from all parts of the country to the last Spring Fair.

## Illuminated Swimming



A night view of the recently-opened municipal swimming pool at Clairton, Pa. The pool, which measures 130x120 feet, is equipped with 80

250-watt Westinghouse Aqualux lighting units, each of which sends a beam approximately 50 feet under water.

## New Jobs

According to an announcement by Frank V. Goodman, general sales manager Radio Division of the American Bosch Magneto Corporation, Springfield, Massachusetts, **R. M. Peters** has been appointed Bosch Radio sales manager at Chicago to succeed Herbert Shoemaker, resigned.

Mr. Shoemaker who has been with Bosch for a number of years, resigned to enter the automotive distributing field at Memphis, Tennessee, having purchased the business of the Automotive Electrical Supply Company of that city.

**Walter F. Price**, for the past year a member of the sales staff of the San Francisco office of Cutler-Hammer, Inc., has been appointed manager of the Los Angeles branch of Cutler-Hammer, which includes in its territory southern California and Arizona.

Mr. Price served at one time as executive secretary of the California Electragists, and prior to that was electrical equipment expert for the California Electrical Co-operative Campaign, which became the California Electrical Bureau.

**Claude A. Person**, formerly with the General Electric Supply Corporation, Oakland, Calif., has been appointed resident salesman in San Francisco for The Armstrong Electric and Manufacturing Corporation, with headquarters at 108 Ninth St., according to announcement of J. B. Swan, Pacific Coast manager. Mr. Person's territory will comprise northern California.

**Jerry Porter Jeter** is the RCA Radiotron Company's new District Sales Manager in the Southwest with headquarters at Dallas, Texas.

**C. F. Brittain**, during the past year manager of the Electrical Happiness Store, operated by the San Diego Consolidated Gas & Electric Company, San Diego, Calif., has been made supervisor of washer, ironer and cleaner salesmen for the company. In 1927 and 1928 he had been appliance salesman at the company's La Jolla branch, and prior to entering the employ of the company was supervisor of Eureka Vacuum Cleaner Company. Earl P. Warren, since August, 1929, salesman in the San Diego store, has been appointed to succeed Mr. Brittain as manager.

**J. B. Ledlie**, since 1924 vice-president of the Mesilla Valley Electric Company, Las Cruces, N. M., has been transferred to Holdrege, Neb., where he will assume general supervision over the properties of the Western Public Service Company, these properties being situated in about fifty Nebraska towns.

**C. P. Spellman**, head of the El Paso Electric Company's statistical department, has been appointed as vice-president of the Mesilla Valley Electric Company at Las Cruces.

## Packaged Meat Market Opening Up

### Kelvinator Sells Refrigeration Equipment

DETROIT, MICH.—The Kelvinator Corporation, Detroit, announces the closing of a contract by its National Business Department for the installation of Kelvinator refrigeration equipment in one thousand Ottenheimer cases for the storage, and display of the new packaged fresh meat cuts. The deal is one of the most important concluded for Kelvinator commercial equipment in some time and involves approximately a million dollars.

The contract was made with Display Refrigerator Service, Inc., a subsidiary of the Hygrade Food Products Corporation, operating a chain of stores in Greater New York and in other populous centers of the United States. This corporation is pioneering in the marketing of fresh cut packaged meat, put up in attractive boxes covered with moist-proof cellophane. It is deemed to be the logical beginning of a modernization of the meat industry, which it is expected will appeal strongly to the buying public. In fact public acceptance has been sufficiently proved to warrant the investment in equipment involved in the contract made with Kelvinator for refrigeration equipment for one thousand display and storage cases.

### Wagner Opens Atlanta Office

Wagner Electric Corporation of St. Louis, Mo., announces the combination of the sales office and service station for the Atlanta territory and the installation of both in the new fireproof building at 14-20 Alexander Street, N.W., Atlanta, Georgia.

**C. B. O'Hare**, formerly connected with the factory organization of the Silent Automatic Corporation, Detroit, has been made manager of the White Plains (N. Y.) branch of the company.

**Stanton Fitzgerald** has been appointed manager of the company's Philadelphia branch. He came with the company in 1925 as a member of the general sales department, became sales manager of the Detroit branch in February, 1929, and a year later was made assistant to Glenn P. Gessell, manager of branches.

**Arthur Koplin**, who has been in the Detroit branch service department, has been promoted to the position in charge of service procedure at the Boston branch of the Silent Automatic Corporation.

**Arthur W. Clark** has been elected director of sales for the Wayne Home Equipment Company, Ft. Wayne, Ind., with headquarters at the home office of the company. He succeeds F. E. Mills, who recently joined the Preferred Utilities Company.

## South Still Breaking Range Sales Records

### S.P.U.-N.C.P.S. Sells 3,131 in Single Campaign

CHARLOTTE, N. C.—Surpassing all previous campaign records by a generous margin, the eighth annual electric range campaign of the Southern Public Utilities-North Carolina Public Service System ended here recently with a new all-time record for range sales. Exactly 3,131 ranges were added to the lines of the company—227 more than were added in 1929.

As an aggregate quota of 2,522 had been laid down for the entire system the campaign realized slightly more than 122 per cent of quota. Eight branches sold 150 per cent of their quotas and 29 of them realized 100 per cent.

Liberty district with a quota of 30 ranges, sold 92, 306.6 per cent of its quota and earned for itself the first prize of \$100 in cash. Greer, with a quota of 20, sold 54 and copped second prize. Spartanburg took third place. For total number of ranges sold Charlotte took the lead early in the game and held it with a final total of 409.

L. F. Camp led all the salesmen on the system, selling individually 130 ranges. W. R. Robinson was second with 117 and R. H. Russell, third with 111.

### Summit Holds Sales Meeting

The Summit Manufacturing Company, makers of Summit Electric Water Heaters, closed a very successful Sales Conference on June 28 with a banquet at the Hotel Blackhawk in Davenport, Iowa.

## Texan



J. R. Burch, president, Star Manufacturing Company, St. Louis, Mo., is taking it easy down in Florida. A Texan by birth he likes to get close to the cactus.

## Williamson Promoted by Westinghouse Supply

### Becomes Company Commercial Agent

NEW YORK, N. Y.—Walter Williamson, formerly eastern district manager, has been appointed commercial agent of the Westinghouse Electric Supply Company, according to a recent announcement by B. W. Clark, general manager.

Managership of the eastern district, for the present, will be taken over by W. J. Jockers, general sales manager.

## SHOWS and CONVENTIONS Coming

<b>Association Electragists International</b>	Milwaukee, Wis.	August 18-20
<i>Annual Convention</i>		
<b>Camp Cooperation</b>	Association Island, Henderson Harbor, N. Y.	July 31-Aug. 4
<i>Annual Meeting</i>		
<b>Illuminating Engineering Society Convention</b>	Richmond, Va.	October 7-10
<b>Ironing Machine Mfgs. Assn.</b>	Cleveland, O.	October 3
<i>Fall Meeting</i>		
<b>National Association Fan Mfgs.</b>	Detroit, Mich.	October 17
<i>Meeting</i>		
<b>N.E.L.A.—New England Geographic Division</b>	Swampscott, Mass.	Sept. 29-Oct. 1
<i>Meeting</i>		
<b>N.E.L.A.—North Central Divis'n Conference</b>	Rapid City, S. D.	September 5
<b>N.E.L.A.—Rocky Mountain Divis'n Meeting</b>	Albuquerque, N. M.	October 20-22



## New Electrical Merchandise



### Portable Steamer

Specially designed for use by upholstered furniture establishments, interior decorators and furniture stores, is a small, portable electric steamer, the "Little Wonder," manufactured by the American Plush & Pressboard Company, 321 Fifth Avenue, New York City.

The steamer operates from the lighting circuit and is made to remove marks, creases and crushes from upholstery fabrics. It is light in weight and, in its convenient carrying case, can be taken to a customer's premises for work in renovating marked or creased upholstery. The intended retail price is \$55. —*Electrical Merchandising*, August, 1930.

### New Arrow Devices

Two new devices recently announced by the Arrow Electric Division of the Arrow-Hart & Hegeman Electric Company, Hartford, Conn., are the No. 7736 locking ring and the parallel blade locking cap.

The locking ring may be attached to all single convenience outlet plates. When used with either "Arrow" parallel or tandem blade locking attachment plug caps "RE" and "TE" it makes a permanent connection between the cap and receptacle. They cannot pull apart, it is explained, from twisting or pulling cords.

The cap is easily locked in place by turning the swivel bracket to the right. —*Electrical Merchandising*, August, 1930.



### Universal Adjustable Automatic Iron

Landers, Frary & Clark, New Britain, Conn., are marketing a new 6-lb. "Universal" adjustable automatic wrinkle-proof iron with chromium finish. The iron has dial heat regulation, maintaining an even ironing temperature at any point between high and low, regulated by means of a dial. It has an automatic circuit breaker to prevent heat from raising above that indicated on dial.

Other features of the new iron are the wrinkle-proof construction, with special round heel, tapered point and beveled sole plate, tip-up stand and cool, mahogany handle. Its intended retail price is \$7.95. —*Electrical Merchandising*, August, 1930.

### Automatic Line Voltage Regulator

To regulate the input of any standard radio set and to provide protection for tubes and power pack, yet insuring satisfactory operating voltage at all times, is an automatic line voltage regulator, brought out by the Clarostat Manufacturing Company, Inc., 285-287 North Sixth Street, Brooklyn, N. Y.

This regulator is a popular radio accessory; it is not built in and is snapped in place between attachment plug and screw-base plug or wall outlet. It is a small cartridge with the usual double blades at one end for insertion in screw-base plug or wall outlet and with two slots to take the usual double blade plug cap, at the other end. —*Electrical Merchandising*, August, 1930.

### Cutler-Hammer Small Pressure Regulator

A new single pole pressure regulator, exceptionally small in size, is announced by Cutler-Hammer, Inc., Milwaukee, Wis. This new device, designated as Bulletin 10006, can be used as a starting switch for motors up to one horsepower, 230 volts, A.C. or D.C., or as a pilot switch in the control circuit of automatic starters for larger motors. The regulator closes the circuit at low pressure and opens the circuit at high pressure. It can be adjusted to open the circuit at any pressure from 30 to 200 pounds.

Applications range over a wide field; it can be used for maintaining pressure on systems containing water, air, gas and other similar fluids. For air compressor service, a small unloader device at the side removes back pressure. —*Electrical Merchandising*, August, 1930.



### Victor Luminaire Fan

Distinctive features of the new "Luminaire" fan of the Cincinnati Victor Company, Cincinnati, Ohio, are the air circulation without drafts, artistic side lights and ornamental standard. The patented "Victor Breezespreeder" is designed to distribute fresh air to every corner of the room without draft.

The fan, it is explained, has no oscillating parts. It is about 5 ft. high, has three-speed control and six airplane type blades. The motor has no brushes to interfere with radio reception.

The grill work and standard are finished in Florentine bronze, antique brass or Napoli. Two side lights shed a soft, restful glow about the room. The intended retail price is \$39. —*Electrical Merchandising*, August, 1930.



### Beardslee Fixtures

The Beardslee Chandelier Mfg. Co., 216 S. Jefferson St., Chicago, Ill., announces a new commercial lighting fixture, "Beaco" 70, intended for use in stores, restaurants, show rooms, offices, and other public buildings. In this new fixture, straight hanging, perfect adjustment of glass and ventilation are assured, the manufacturer declares, no matter what size lamp is used. A special feature is a patented fastening to simplify detachment of the glass for cleaning and relamping. —*Electrical Merchandising*, August, 1930.

### Delta Flashlight Lantern

That it is small enough to be snugly carried in a coat pocket is one of the features of the new "Buddy" flashlight lantern of the Delta Electric Company, Marion, Ind. The lantern is only 3 1/4 in. high and weighs but 15 1/2 oz. It is simple in construction, the entire back of the case being hinged to permit easy access to batteries, bulb and reflector. Focus is permanently maintained by a newly-developed focus lock which holds the bulb firmly in position. All contacts are positive. No wiring is used. A "Delta" automotive type switch is mounted on the right side of the case.

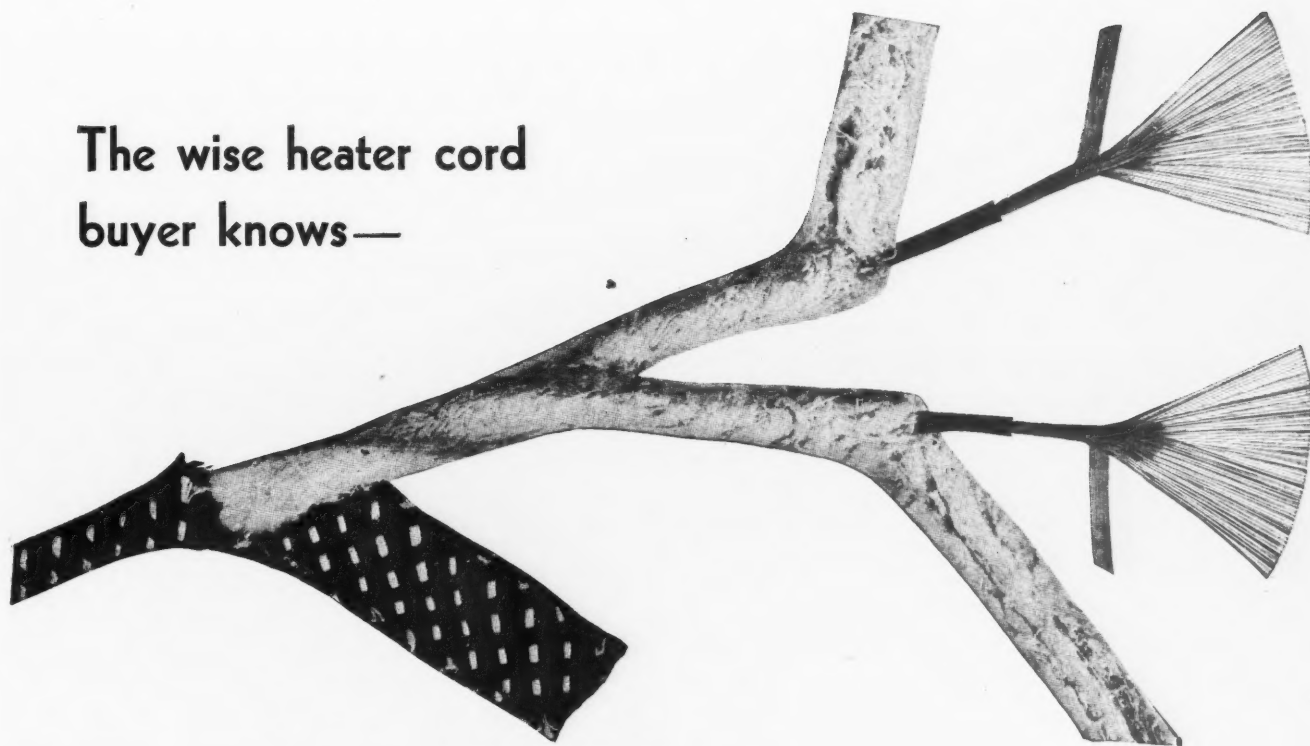
The lantern is fitted with top bale and back handles, both of which fold tightly against the case when not in use. It can be carried in the hand or clipped onto the belt when it is necessary to have both hands free. It can be placed flat on its base or tilted at any one of several convenient angles. The finish is brilliant red enamel with silver-plated reflector. Equipped with Mazda bulb, the lantern is claimed to project a light beam as great a distance as 600 ft. Power is provided by two ordinary flashlight cells, 1 1/2 in., Eveready No. 950 or equivalent. —*Electrical Merchandising*, August, 1930.



*Electrical Merchandising*, August, 1930



The wise heater cord  
buyer knows—



## What BALANCE in Heater Cord means

We hear a lot about balance—in golf clubs, gasoline, automobiles and whatnot. We presume balance really is necessary in these things.

We *know* it is necessary in heater cord, and it has taken time for us to accomplish the proper balance in heater cord.

Time to standardize on the right size of the copper strands. Time for experiment to settle on just the right lay of the stranded conductors. Lay is the twist—it must be just right, not too tight, not too loose.

The cotton serving operation must be studied. The rubber requires much experimental work.

Then the asbestos wrapping of the rubberized wires; after that the matter of lay again as the asbestos wrapped wires are twisted together. Can't be too loose; mustn't be too tight.

And then the braid. That's all you see of heater cord. Years of experimental work on braiding has been done by Rockbestos.

Each of the factors mentioned must be just right to produce the proper balance. Balance produces flexibility, long wear and protection.

You may be interested to know that altho the Underwriters Laboratories, Inc., test calls for 1,000 test cycles—all Rockbestos Heater Cord consistently exceeds this requirement. In a way this is a tribute to the careful experimental work we have done for years to produce a balanced heater cord.

### ROCKBESTOS PRODUCTS C O R P O R A T I O N

406 NICOLL STREET  
NEW HAVEN, CONN.

5942 Grand Central Term. Bldg., New York  
2143 Railway Exch. Bldg., St. Louis, Mo.

903 Clark Bldg., Pittsburgh, Pa.

718 Madison Term. Bldg., Chicago

On the Pacific Coast—Anaconda Wire & Cable Co.

# ROCKBESTOS

*—the wire with permanent insulation*

# Low price means more sales, higher profits to distributor and utility

Electrochef, the entirely new, modern and efficient electric cooking machine that overcomes every sales resistance. Swift—economical—low price—full size—finished in porcelain and chromium throughout—cooks for two to ten persons. **TURN THE SWITCH AND START TO COOK!**

